



80% ROAS boost *for* *Rockbite Games*

Working with RoasUp for several months. They've been able to maintain positive ROAS and are very easy and professional to work with.



Deep Town
Rockbite Games

4M+
active players

#3
best seller on Google Play

Global
playerbase

An action-packed video ad campaign won over new game players and boosted the game's developer return on ad spend by 80%, thanks to Facebook's campaign budget optimization feature.

 **Avetis Zakharyan**
CEO, Rockbite Games

Our goals

- Target specific geographic locations and *increase the volume* of quality traffic
- Maximize the number of paying users and *revenue earning potential*

Strategy

The key to the success is the tactic that we called "geo-arbitrage" – frequent rotation of countries in the acquisition mix to optimize for audiences with the highest conversion, while letting depleting audiences rest.

- Run both UAC types – installs and in app actions
- Bidding and budget optimization based on different signals: campaign learning status, metrics achievement, auction trends, etc.

Sources



Results

800,000

Users acquired in three months

3000 -60%

Creatives generated

Cost per Unique Purchase



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<https://calendly.com/roasup/>



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