



# How *Dungeon Crusher* increased ROAS by 70%

*ROASUP's approach to creative production and Universal App Campaigns management helped us to achieve our KPIs and maximize ROI*

Mikhail Zhukov  
CMO, Towards Mars Ltd.



## Dungeon Crusher

Towards Mars Ltd

Towards Mars worked with us to establish the expected lifetime value (LTV) for a qualified user of Dungeon Crusher, based on analytical insights.

### THE CHALLENGE

## Beyond *the install*

The game has seen considerable success, but the company wanted to find a way to scale and monetize more effectively through in-app purchases.

We needed to find and attract qualified gamers who would take actions beyond the install, with the ultimate goal of making a purchase, at a rate that provided a strong return on investment.



### THE APPROACH

We worked with Towards Mars to establish the expected lifetime value (LTV) for a qualified user of Dungeon Crusher, based on analytical insights. We could then determine an appropriate target bid (and a target CPA) for a user likely to make in-app purchases. We've generated dozens of high-quality creative assets, which were tested thoroughly before selecting the best performing ones for the campaign launch.

We also made two ad groups and deployed video creatives in different orientations for each group, optimizing for users on a variety of placements.

After monitoring campaign performance, the company decided to raise its bids to ensure the full daily spend was used productively, improving the algorithm's effectiveness.



### THE RESULTS

By following best practices in creatives production and bidding at a higher level, we ensured the campaign completed its training period more effectively and emerged with a strong ROAS

47%

increase in non-organic installs

80%

jump in unique players and in-app purchases

82%

increase in total non-organic revenue



Book a meeting *with us!*

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



Kirill Bushuev  
COO

✉ [kmb@roasup.com](mailto:kmb@roasup.com)

📍 [@kirja24able](https://www.instagram.com/kirja24able)