



Liftoff Exceeds MOBEE's ROAS Goal by +7%.

Established Social Casino App Found New, High-Grossing Users with Liftoff

MOBEE, an established social casino game developer based in China, wanted to grow their marquee title, *Ignite Classic Slots*. The game, first launched in 2017, had been highly successful with over 500,000 downloads on the Play Store.

But despite their success, the marketing team for *Ignite Classic Slots* had a problem: their growth was peaking on

self-attributing networks (SANs). To grow further, the team needed new channels that would reach new users beyond traditional SANs.

Liftoff, with its [strong reputation](#) among social casino publishers, was a natural place to start. MOBEE engaged Liftoff as their first step into programmatic advertising.

Liftoff's Solution

For MOBEE's first campaign for *Ignite Classic Slots*, the marketing team set a high 7D ROAS target for two campaigns in the US and in Canada, both on iOS.

To hit the target, Liftoff collaborated with MOBEE to ensure that the initial setup was ideal. This meant collecting all postback data, suppression lists, and the best-performing creatives from previous campaigns run by the MOBEE marketing team up to that point.

With a successful setup, we were able to speed up the transition to [Liftoff's CPR model](#). This improved efficiency and increased the effectiveness of Liftoff's machine learning capabilities, enabling the model to find more new users.

Finally, MOBEE utilized Liftoff's creative testing services. We set up A/B tests to find the best-performing creatives and improve upon them. In one A/B test, we found that featuring gameplay alongside an eye-catching introduction increased installs by +54%.

Results

MOBEE's *Ignite Classic Slots* has been running with Liftoff for eight months. Since the campaigns started:

- Liftoff reached and exceeded MOBEE's ROAS goal by +7%.
- Liftoff reached ROAS performance within 1 month of launch.
- After moving to our CPR model, Liftoff hit the target within two weeks.

MOBEE has also increased its spend with Liftoff 10x. Liftoff is one of MOBEE's most valued partners, and MOBEE's team plan to increase the number of campaign geos in the near future.