

InnoGames

Entertainment

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79% Reduction in cost per acquisition

2.7x Increase in advertising investment

Audience ads

How InnoGames increased ROAS by more than 2.5x with Audience ads

The goal

From a cowboy browser role playing game in the Wild West to a city-building strategy challenge across civilizations, InnoGames creates high-quality virtual worlds that connect millions of players worldwide.

The goal was to leverage the active gamers portfolio and map media performance KPIs with "Paying Customer" insights to optimize campaign profitability at scale.

That's why InnoGames started testing different campaign setup and audience targeting strategies with Audience ads.

The solution

To optimize campaign profitability at scale, InnoGames decided to simplify, automate, and expand with Audience ads by:

- Simplifying the campaign setup and focusing on the most important audience signals and insights
- Implementing target cost per acquisition (tCPA) as a bidding strategy, testing in the US in November and then rolling out across all geos.
- Gradually lowering the CPA goal and increasing daily spend without compromising reach and performance.

"Thanks to the switch to tCPA and the excellent support from the Microsoft team, we observed a notable reduction in cost per conversion. It's great to see how strategic adjustments and collaboration can lead to such positive outcomes."

Phuong Tran
Marketing Manager,
InnoGames

The results

In January, the cost per acquisition (CPA) decreased significantly compared to the previous year, with a 79% Year-over-Year (YoY) decline and a 25% Month-over-Month (MoM) decrease. On the other hand, investment in advertising experienced substantial growth, with a 2.7x YoY increase. Microsoft Advertising played a crucial role as a strategic partner for InnoGames, contributing to their remarkable success and improved profitability.



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