

# GameHouse Drives 700K Profitable Mobile Installs on Facebook with Smart Campaign Optimization



## BACKGROUND

GameHouse is a casual games platform with 2300+ apps from the top gaming publishers in the world. They have a core audience of female gamers and such adored titles as the Delicious series and Heart’s Medicine. GameHouse’s mission is to enrich lives through games and experiences that are fun and worth sharing.

## CHALLENGE

With more than 70 apps live at one time (and 60 that needed daily supervision), GameHouse was challenged with managing all of their complex marketing campaigns in the most cost-effective way possible. Their main goal was to drive maximum installs while scaling performance, which requires sophisticated optimization that can take into account predictive lifetime value (LTV) data.

## SOLUTION

GameHouse partnered with Kenshoo for tools tailored to the gaming industry and the expertise they needed to effectively and efficiently manage their multitude of campaigns and meet their challenging goals.

### Worldwide Targeting

In order to profitably scale spend, the Kenshoo team recommended honing in on specific geographic areas where their games might be popular but where GameHouse hadn’t yet invested. To do this effectively, they used Facebook’s Worldwide Targeting solution, which enables global reach and allocates traffic according to optimization goals and bids. This allowed GameHouse to scale their campaign globally and better understand in what markets their games perform best. From there, they evaluated ROI and were able to drill in on the most profitable regions.

### Cohort Analysis

In addition to worldwide targeting, the team ran cohort analyses to understand their ROI at specific time intervals of their choosing, take action based on performance, and automate the real-time optimization to react to specific daily ROI settings. It also enabled them to breakdown the data and

“Kenshoo Gaming makes life so much easier because it’s the one reliable place where we can see money in and money out. Without that you are stuck doing margin work and looking at an unmanageable number of dashboards.”

— Sharath Kowligi, User Acquisition Manager, GameHouse

view this interval-based ROI by multiple attributes. What would normally require several different dashboards to see and optimize daily and weekly performance can now be done in one place.

## RESULTS

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Driving profitable mobile app installs can be especially challenging in the highly competitive gaming market. Yet, with a combination of Worldwide Targeting and Cohort Analysis, GameHouse saw incredible results. They were able to drive 700k installs at a profitable CPI all while increasing their spend 3x month-over-month from August to October.

**700k**  
installs at  
profitable CPI

**3x**  
MOM spend

