

Zitga

Increased in-app spend from new users



SUCCESS STORY

Mobile games developer Zitga, increased the ROAS of users acquired from their Facebook campaign by 20%, by applying a Bango Audiences of high spenders in the U.S.

20%

higher
ROAS

Increase in
conversion rate
to paying users

THEIR STORY

Zitga Studio is a Vietnamese mobile game company that develops and publishes popular titles including Stickman Legends, Empire Warriors and Cyber Fighters. With hundreds of thousands of downloads per month across the globe, Zitga wanted to increase ROAS by increasing the amount spent in-app from new users acquired through their Facebook marketing campaigns.

Zitga applied a Bango Audience of high spenders in the U.S. to their campaign, working with Bango to analyze and optimize performance to gain the highest ROAS.



THEIR GOAL

Increase ROAS from new users by increasing in-app spend from Facebook marketing campaign promoting the game to new users in the U.S

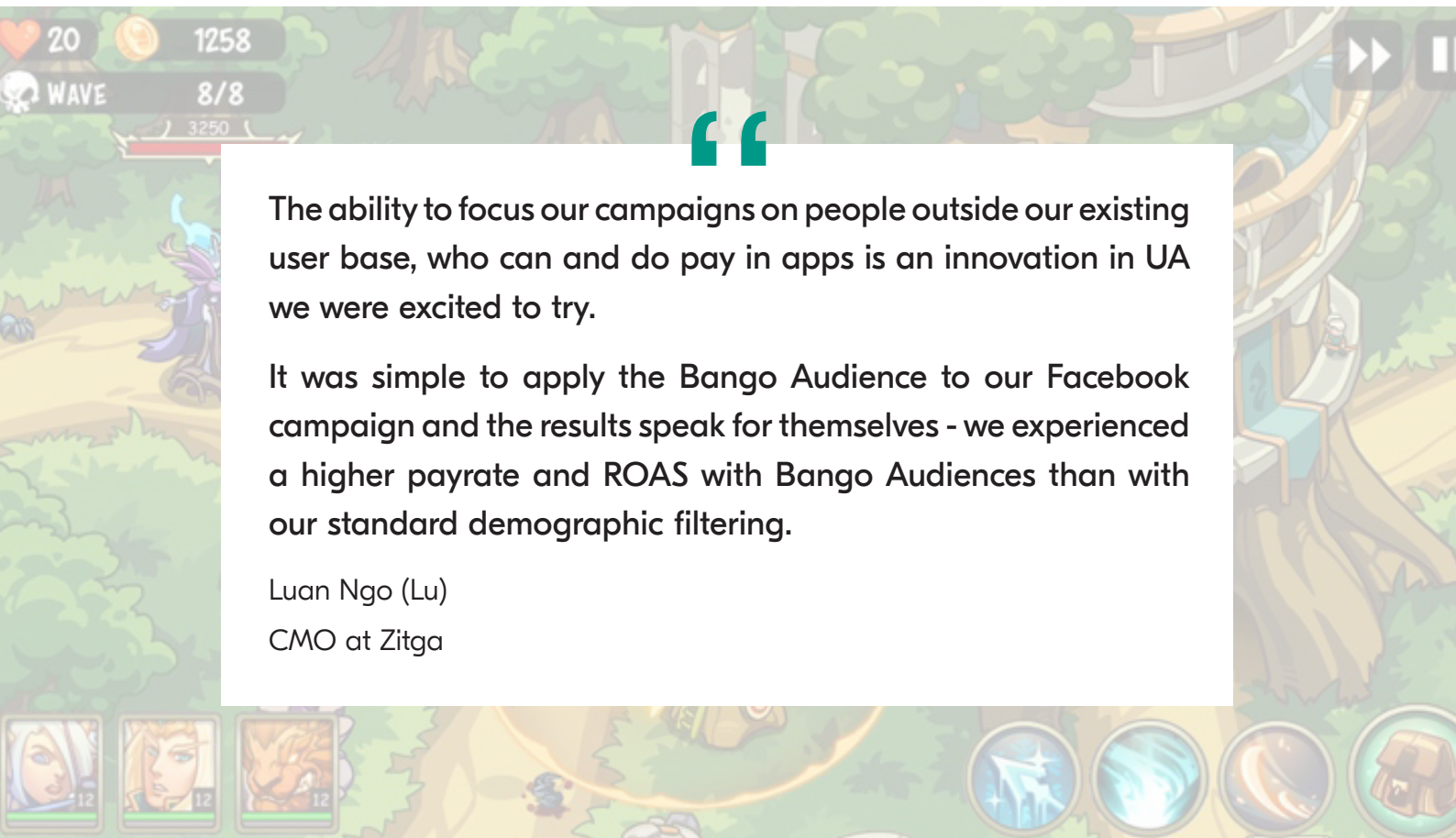
THEIR SOLUTION

Zitga focused their Facebook campaign with a Bango Audience of paying users in the U.S, layering additional demographic filtering to optimize towards their target users.

THEIR SUCCESS

Zitga increased their paying user base and increased the ROAS of users acquired from the campaign

- 20% increase in ROAS
- Increase in conversion rate to paying users



The ability to focus our campaigns on people outside our existing user base, who can and do pay in apps is an innovation in UA we were excited to try.

It was simple to apply the Bango Audience to our Facebook campaign and the results speak for themselves - we experienced a higher payrate and ROAS with Bango Audiences than with our standard demographic filtering.

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