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PERFORMANCE MARKETING · CASE STUDIES

Scaling mobile UA *without* losing efficiency

Spend growth, ROAS protection, conversion optimisation, segmentation and budget reallocation.

02

Anonymized client work · 2020–2022 · Built from executive QBRs and client workshops

PORTFOLIO SNAPSHOT

What these case studies show

+36%
Spend, while installs grew +57%
Client A · Q4 → Q1

–13%
CPI during the same scale-up
$3.19 → $2.77

+99%
Weekly spend, with D7 ROAS +13%
Final week vs first week

~9×
Monthly installs at portfolio level
100 active markets

The common pattern

01
Understand the business model and KPI hierarchy

02
Find high-yield audience, GEO, OS and supply segments

03
Scale in controlled steps and watch marginal efficiency

04
Reallocate budget to the cells that keep creating value

HOW I WORK

Turning campaign data into *commercial decisions*

What I owned

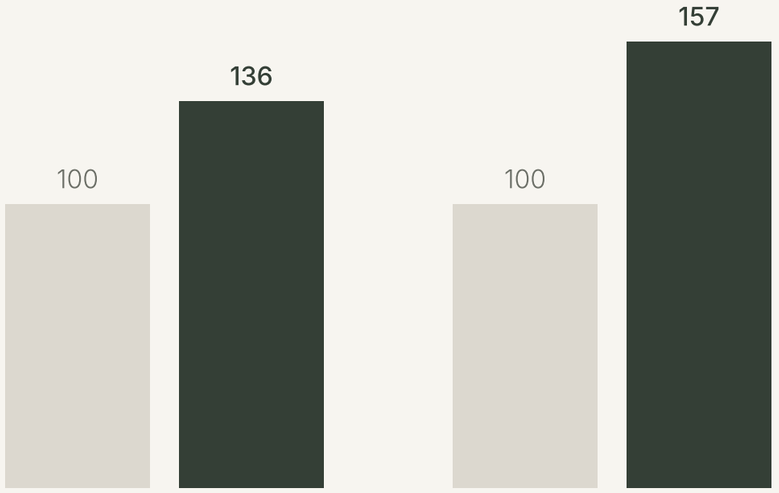
- High-value client accounts and executive QBRs
- Campaign performance, retention, conversion and budget pacing
- Segmentation across GEO, age, OS, gender, title and supply
- Growth recommendations and stakeholder alignment
- Coordination across Sales, Product, Data Science, Ad Ops and Tech

My growth loop

01	**Understand**	Business model, margins, event economics, constraints
02	**Measure**	KPI hierarchy and segment baselines
03	**Test**	Bids, audiences, creatives and campaign structure
04	**Scale**	Increase budget where marginal returns hold
05	**Reallocate**	Shift budget toward high-yield campaigns

CASE 01 · GLOBAL MOBILE GAME PUBLISHER · REWARDED UA

Spend grew 36%. Installs grew 57%. *CPI fell 13%.*



Spend
Q4 index = 100 → Q1

Installs
Q4 index = 100 → Q1

$3.19 → $2.77

CPI, Q4 → Q1

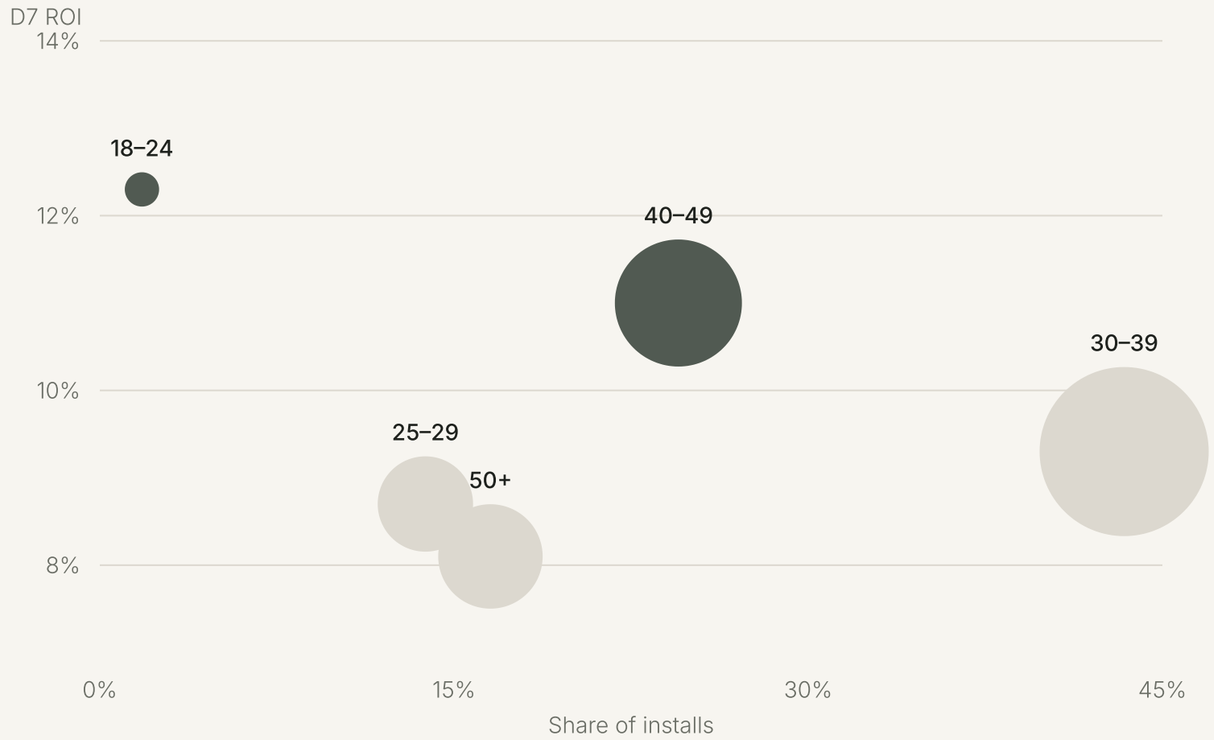
More users acquired for each dollar spent

What changed: market expansion, granular bidding, post-install quality tracking, focus on high-yield segments.

My contribution: built the performance story, found the segment-level growth levers, and turned them into budget and targeting recommendations.

Historical campaign data, anonymized. Team outcomes; my contribution is described on each case.

Segmentation showed where scale was *actually profitable*



Age groups, one quarter · bubble size = installs · Y = D7 ROI

What the data said

The largest audience was not the highest-returning one.

18–24 had the highest ROI but only 1.8% of installs.

40–49 combined real scale with an 11.0% D7 ROI.

OS 11 returned 14.5% ROI on under 1% of volume: valuable, under-used inventory.

The response: separate bids, budgets and test cells, not one blended campaign.

Historical campaign data, anonymized. Team outcomes; my contribution is described on each case.

CASE 01 · MARKET IMPACT

Geo expansion turned a local opportunity into *category leadership*

01

Identify

A high-volume market with room to improve quality and share.

02

Segment

Post-install data, user profiles and source-level ROAS.

03

Scale

Granular bids and more budget for the best-performing sources.

04

Impact

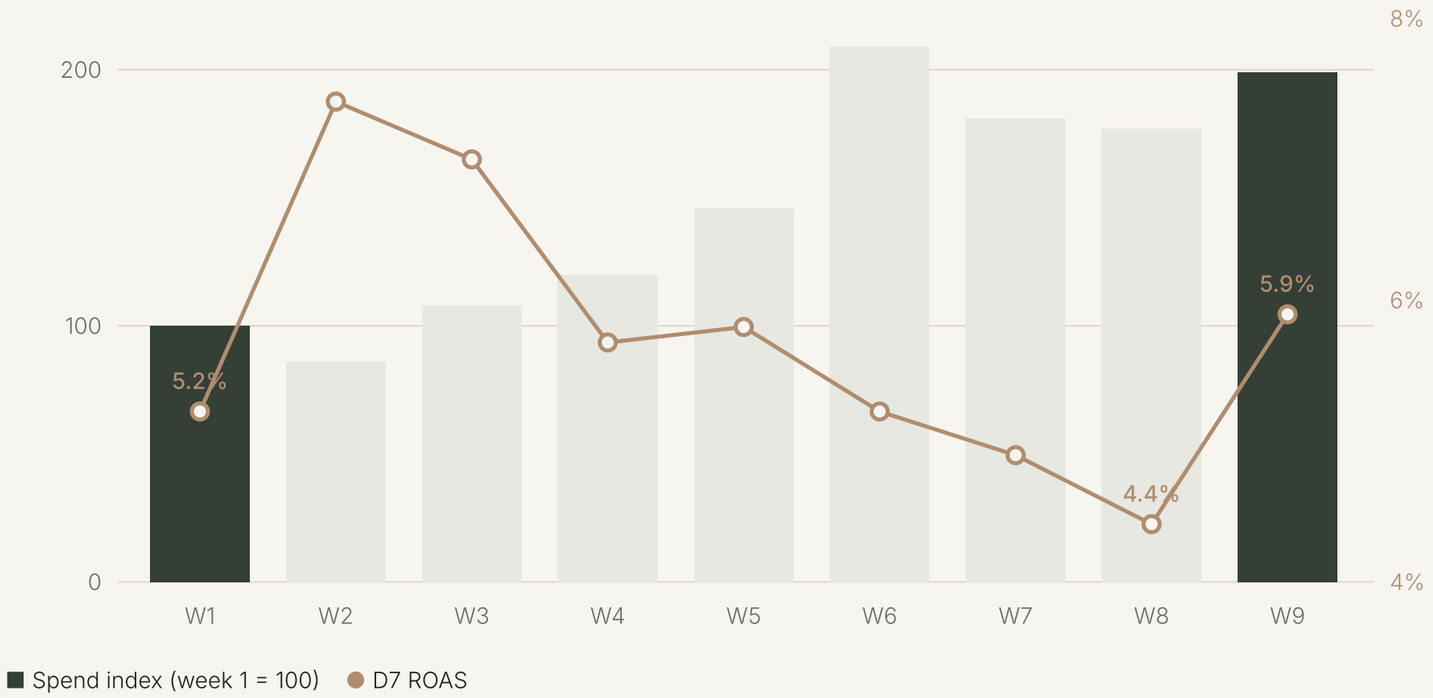
About 75% of paid installs came from the channel; the app reached #1 in its category.

Scale the sources and segments that prove value, and the market-level result follows.

Public case-study outcome combined with anonymized QBR analysis. Client and product names withheld.

CASE 02 · FAST-GROWING CASUAL GAME · MULTI-MARKET UA

Weekly spend nearly doubled; ROAS finished *above the start*



+99%

Weekly spend, final vs first week

+13%

D7 ROAS vs starting week

5.2% → 5.9%

+34%

ROAS recovery from the low point

4.4% → 5.9%

Scaling compressed ROAS for a few weeks; steady optimisation brought it back without giving up the new volume.

Historical campaign data, anonymized. Team outcomes; my contribution is described on each case.

CASE 02 · HOW THE RECOVERY HAPPENED

Controlled expansion, *not* blanket budget increases

149

active markets, up from 22 the quarter before

Bids

raised only where target groups showed quality

OS

older-OS cells tested on retention and ROAS evidence

Local

geo-relevant creatives and campaign structure

Decision logic

01 Open a controlled test cell

02 Measure marginal CPI, retention and ROAS

03 Raise bids or budget only if quality holds

04 Roll the winning structure into evergreen scale

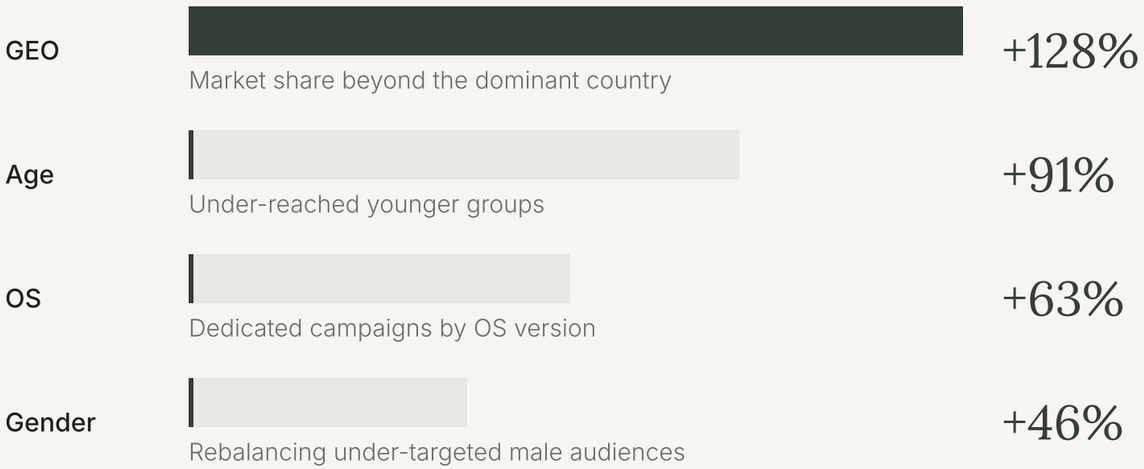
MY CONTRIBUTION

Connected weekly performance trends to concrete bid, targeting, GEO and creative actions for the client team.

Historical campaign data, anonymized. Team outcomes; my contribution is described on each case.

Sizing the headroom *before* asking for budget

Potential extra installs if proven segment benchmarks were reached



From model to action

Age · test under-25 campaigns at lower bids; widen 25–29

OS · lower-bid older-OS cells, higher-bid quality OS cells

GEO · open recommended markets with localised creative

Gender · male-targeted campaigns across titles and markets

Modelled opportunity, not a claimed realised result.

Historical campaign data, anonymized. Team outcomes; my contribution is described on each case.

CASE 03 · PORTFOLIO OUTCOME

Diversification *improved the scale equation*

~4×

Monthly spend vs January

Historical quarter

~9×

Monthly installs vs January

Historical quarter

~$1

Average CPI

Portfolio level

100

Active countries

2× the prior quarter

LATAM + APAC delivered 75% of installs with 48% of spend



Historical campaign data, anonymized. Team outcomes; my contribution is described on each case.

REPEATABLE DELIVERY

The way I run an engagement

01

Diagnose

Business model and event economics

Account and campaign audit

Segment performance map

02

Experiment

Test roadmap and hypotheses

Bid, audience and creative cells

Clear primary KPI and guardrails

03

Scale

Marginal efficiency checks

Smart budget reallocation

Executive reporting and next actions

Increase spend only while the next dollar still creates acceptable incremental value.