



## Zitga increase ROAS by 20% with Bango Audiences

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.

“ *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.* ”

Luan Ngo (Lu), CMO at Zitga



[zitga.com.vn/en/](http://zitga.com.vn/en/)



## Campaign objective

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.

## Campaign overview

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

## Results

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**

