

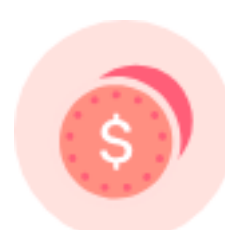
Sports Gaming App Case Study

How Head Ball 2 increased scale on Facebook & Snapchat



450k+

Installs in 2 months



20%

Above ROI objective



5+

Ads tested per week

App

Head Ball 2 is a **live multiplayer football game** launched in April 2018, reaching the Top 100 iTunes Grossing Games in 75+ countries by October.

Context & Goals

Masomo were looking to **scale up and get a fresh perspective on UA**. Miri ran campaigns on Facebook and Snapchat alongside Masomo's internal team and **both teams worked together closely** to attain better results.

Approach

Miri utilised its in-house design team and set up a **creative testing framework** to identify the best-performing ads and messaging. These were targeted to audiences, which encompassed a variety of markets in different languages, selected to maximise ROI. **Scale was increased by 10x** over two months whilst meeting goals set by Masomo.



Adam Perrin

Co-Founder,
Masomo Games

“Miri grasped the brief very quickly, brought a fresh perspective on UA and became an extension of our marketing team.”

“The results were above expectations and at scale. Miri are our go-to partner for external user acquisition.”