

## Gaming App Case Study

# How My Story drove 92k installs on Snapchat in a week



**-67%**  
CPI



**+83%**  
ROAS



**60+**  
Ads Tested

## App

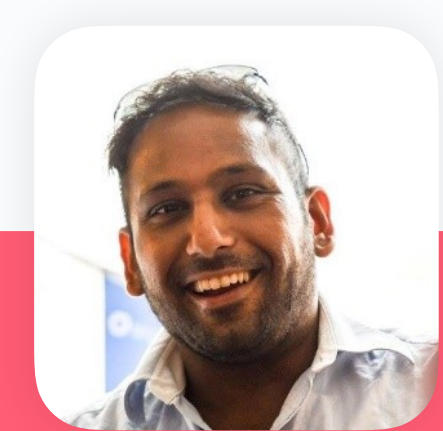
Nanobit is a **casual gaming app** company based in Croatia. My Story: Choose Your Own Path reached the **Top 100** iTunes US Top Grossing Apps in 2018.

## Context & Goals

In 2017, Nanobit were looking to **expand their marketing potential** and test Snapchat for the first time. They needed to evaluate if the channel could be both **profitable** and **scalable**. This is when they started working with Miri.

## Approach

**Creative concept exploration** was fundamental to scaling and improving profitability for My Story. Miri tested over **60 creatives** in a systematic manner, always learning and adapting techniques based on results. Through these tests, a **67% lower CPI** was achieved whilst at a **significantly higher scale**.



**Farhan Haq**  
Head of User Acquisition,  
Nanobit

“We were able to scale well beyond what we expected, due to effective creative Miri produced and tested.”

“Their testing process is second to none compared to any other agency out there.”