

Sports Gaming App Case Study

How we scaled Real Boxing 2 on Snapchat & Facebook with 80% above ROAS objective



750k+

Installs in 3 months



180%

D30 ROAS



#1

Channel by revenue

App

With over **78.5 million players**, the Real Boxing series is the largest and most well-known mobile boxing game from Polish developer Vivid Games.

Context & Goals

Vivid Games wanted to expand their marketing capabilities and **scale on Facebook & Snapchat**. Miri developed the UA strategy and provided creative execution guidance for their newly rebranded title, Real Boxing 2.

Approach

Miri scaled both channels while maintaining the performance **80% above the ROAS objective**, with the additional achievement of **Facebook becoming the largest channel** for Vivid Games during their collaboration. This was done by establishing the best-performing audiences and creative concepts using Miri's tried-and-tested systematic process that explores scaling opportunities and reaches valuable users.



Arnaud Benefice
Head of Marketing,
Vivid Games

“With Real Boxing 2, Miri surpassed our ROAS goals by 80% while reaching the scale we wanted.”

“Working with Miri was primarily reassuring: whichever the goal, request or issue, a solution was always quickly found and implemented.”

Have questions?
contact@mirigrowth.com