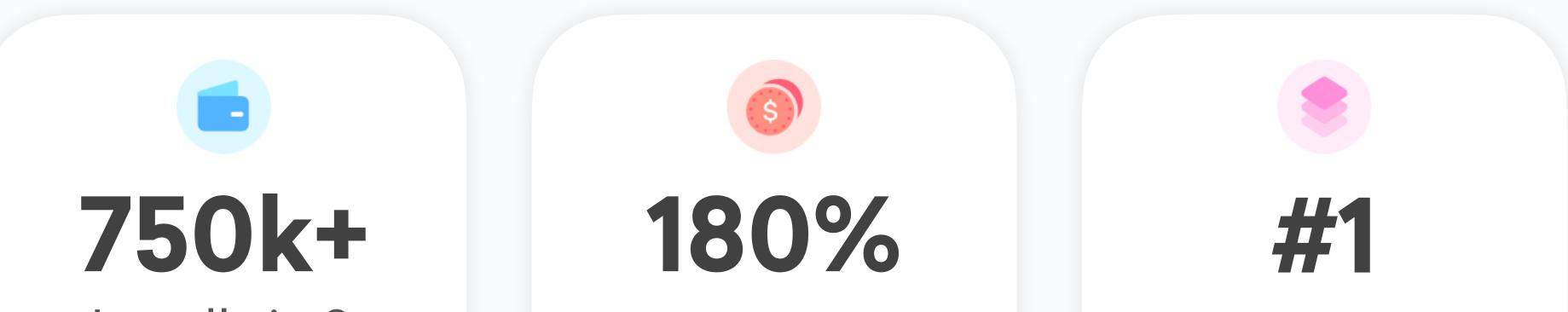




Sports Gaming App Case Study

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



Installs in 3 months

D30 ROAS

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.



Arnaud Benefice Head of Marketing, Vivid Games

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

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

