

Word Game Case Study

Scaling creative winners for Word Life with Social Point



1.2m+

Installs



-78%

CPI Decrease



14x

Android Spend

App

Word Life is one of the top Word Games in the world, published by Social Point. It's a [game for lovers of word puzzles, crosswords and anagrams alike](#).

Context & Goals

Social Point wanted to get an external perspective from a UA Agency to identify new creative and campaign management opportunities. Their [goal was to scale Facebook Android as a primary channel](#), whilst exchanging best practices with Miri in parallel.

Approach

Miri found a creative concept that resonated well with non-native English speakers, which opened the game to more markets. This concept was then iterated and we were able to obtain even better results with a user-generated execution. [Users responded so well to this ad that this new creative approach has even been integrated directly into the game experience](#). On the targeting side, Miri explored audiences in international markets. This enabled a continuous large volume of new installs at a low cost, whilst maintaining ROI. Further creative wins have allowed for continuous growth.



Danika Wilkinson

Product Marketing
Manager

“Rather than acting as an external agency, Miri feels like part of our internal team; they are transparent, efficient, creative and always act with our goals in mind.”

“We doubled our daily Facebook investment in three months (from June - September) with ROI consistently reaching the targets.”