

Idle Game Case Study

Achieving higher IPMs and lower CPIs via Creative Testing with N3twork



>130

Creatives Tested



-33%

CPI Decrease



+51%

Increase in IPM

App

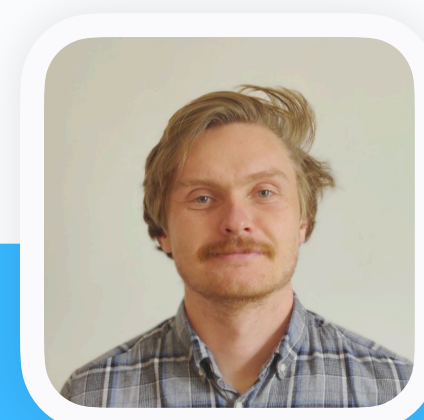
Idle Inn Tycoon lets you live out your wildest medieval inn management dreams by taking a humble tavern and turning it into a castle fit for a king.

Context & Goals

N3twork wanted to rapidly test creative concepts for OUTLOUD's idle game, in order to scale user acquisition profitably. They reached out to Miri to lead the creative ideation, production and testing to drive stronger IPMs across paid social channels. Miri produced and tested [over 130 creatives in four months](#).

Approach

N3TWORK and Miri worked closely together to test key USPs of the game. [Miri was able to consistently achieve higher IPMs and lower CPIs](#) compared to historically best-performing control ads. N3TWORK was then able to provide learnings and feedback on creative performance, which was used to further iterate and improve performance. [Miri-produced creatives were able to reach 51% higher IPMs, on average](#).



Nathaniel Corbett

Marketing Lead

“Miri consistently delivered quality creative at a frequency that helps our testing keep up”

“The Miri team have been great at bringing briefs to life, as well as proactively delivering new ideas and strategies to tackle creative fatigue”