

## Merge Game Case Study

# Increasing IPM and Lowering CPIs for Trailmix by Leveraging Audience Insights



**86+**

Concepts Tested



**-20%**

Decrease in CPIs



**+35%**

Increase in IPM

## App

Launched in September 2021, Love & Pies combines exciting storytelling with **snackable yet nourishing gameplay**. This ranges from merging delicious treats and cafe renovation, to discovering hidden mysteries.

## Context & Goals

Miri began working with Love & Pies during its soft launch phase. The team wanted to understand and **leverage the game's USP to develop engaging creatives** that would resonate with its audience, and drive meaningful UA growth.

## Approach

Miri tested a variety of creative directions by exploring which aspects of the game appealed most to audiences. **Audience insight was incorporated into creative strategy at every step**, from hypothesising core motivations of players to creating concepts based on relevant themes. After learning that character-driven concepts performed best, Miri narrowed in on creating ads that combined strong narratives with the core gameplay. This led to strong-performing creatives that drove a **35% increase in IPM and a subsequent 20% decrease in CPIs**.



**Yoojin Jung**

Head of UA & Growth

“The Miri Growth team is super helpful and efficient. They consistently come up with new concept ideas and deliver quality videos.”

“By leveraging the Miri team, we were able to drive scale with profitability.”