Tophatter

Creative Excellence
The challenge
Tophatter, the world’s most entertaining live auction mobile app, wanted to drive more conversions and ROAS on its Google App campaigns by scaling video ad creative production.

The approach
Tophatter worked with expert designers from the Kaizen Ad agency to produce new video ads in multiple sizes every two weeks. The new assets were specifically tailored in line with the latest creative best practices for Google App campaigns, and focused on building new video concepts for successful ad groups, primarily on Android.

The results
Using the new video ads from Kaizen Ad, Tophatter turbo-charged its App campaigns, acquiring users with the highest lifetime value. The company was able to scale its App campaign spending to five times its previous level in a short period of time, while continuing to achieve its KPIs for conversions and ROAS.

“Kaizen Ad developed high-performing creatives that allowed us to achieve our Google App campaign goals. We’ve been delighted with the quality of video ads.”
– Cindy Yim, Senior Digital Marketing Manager at Tophatter

About Google Ads: Google Ads is a digital advertising solution for businesses of all sizes. Whether you're a small business owner or enterprise marketer, Google Ads delivers reach, relevance, and trusted results to help you grow your business. Learn more at ads.google.com/home.

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