

# Rovio drives 30% higher D7 ARPU with tROAS bidding at launch phase



Mobile game developer  
EMEA - Finland • [rovio.com](https://rovio.com)



## The Challenge

Rovio is a Finland-based mobile game developer that specializes in casual, RPG, and match-three games. It's also the creator behind the famous "Angry Birds" franchise. Rovio had a goal of growing its marketing spend while maintaining positive ROI, and wanted to adopt Firebase Bidding to accomplish that goal.

## The Approach

Rovio worked to implement target return on ad spend (tROAS) bidding via Google Analytics for Firebase (GA4F) during the launch phase of its "Darkfire Heroes" game. New tROAS campaigns were launched alongside existing CPA campaigns, and ROAS goals were adjusted for both the early stages of the launch and for when the game matured.

## The Results

ROAS from Google ads increased by 30% compared to similar tCPA campaigns at 3x lower CPA. GA4F and tROAS bidding were implemented across Rovio's portfolio of games. Looking ahead, the mobile game developer is planning to increase its tROAS budget for its current United States-based campaigns and deploy tROAS for its marketing in more markets worldwide.

"With the help of tROAS campaigns, we've managed to gain more valuable users between our soft launch and our global launch."

— Bahadır Sirkecioglu, User Acquisition, Rovio

### 38%

Increase in  
payer  
conversions

### 30%

Increase in  
ROI compared to  
tCPA  
campaigns

## Primary Marketing Objective

> [Drive Apps & Mobile Growth](#)

## Featured Product Area

> [Apps: Firebase Bidding](#)

**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](https://ads.google.com/home).

© 2022 Google LLC. All rights reserved. Google and the Google logo are trademarks of Google LLC. All other company and product names may be trademarks of the respective companies with which they are associated.