

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



Mobile game developer
EMEA - Finland • 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](#)

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