

# Gamebasics spurs app growth in 10 markets with Universal App Campaigns

“After a short period of testing, most of the installs we delivered with Universal App Campaigns were at or lower than our target CPI, and we were seeing great results even in our harder-to-reach markets.”

- Jordy Oosting

*User Acquisition & Monetization Manager,  
Gamebasics*

## Goals

- Drive a high volume of installs at a target CPI
- Target new markets

## Approach

- Adopted Universal App Campaigns and set CPI targets
- Selected 10 markets to target

## Results

- 400,000 installs in 2 months
- Average CPIs 15% lower than other channels
- Successful app growth in 10 markets



Google

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400,000 new downloads in two months



15% lower CPI compared to other channels




Expanded into 10 new markets

“After a short period of testing, we were able to continue running only successful campaigns. Most of the installs we delivered with Universal App Campaigns were at or lower than our target CPI, and we were seeing great results even in our harder-to-reach markets—in countries where it was normally quite hard to get high-quality users. We were impressed and pleased with the results.”

- Jordy Oosting

*User Acquisition & Monetization Manager, Gamebasics*



A background image of soccer players in white and red uniforms running on a green field. A soccer ball is visible in the lower-left foreground. The image is semi-transparent to allow text to be overlaid.

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app growth in 10  
markets with  
Universal App  
Campaigns

acquired  
**400k**  
new users in 2  
months

**10**  
countries with app  
growth

Google