

Geekie Games drops their acquisition cost by half using Firebase

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- João Gonçalves
Marketing Manager, Geekie Games

Goals

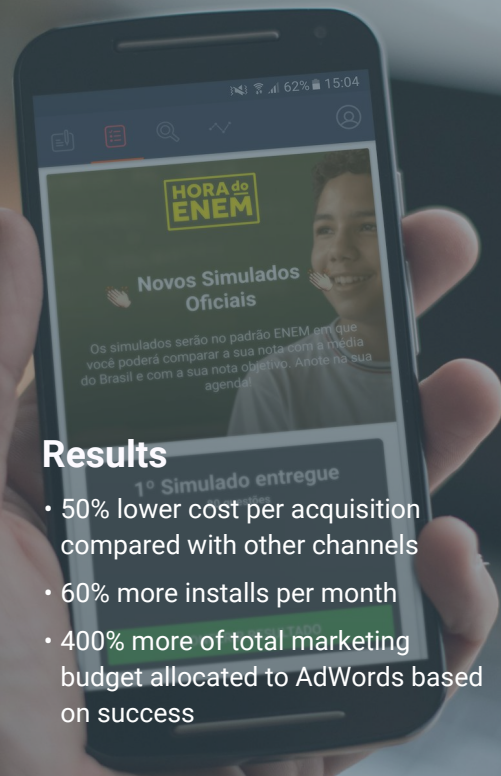
- Increase in-app sign-ups

Approach

- Use Firebase to track in-app conversions across all channels
- Optimize campaigns based on collected data to achieve the lowest possible cost per acquisition

Results

- 50% lower cost per acquisition compared with other channels
- 60% more installs per month
- 400% more of total marketing budget allocated to AdWords based on success



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