

mixi XFLAG STUDIO boosts their ROAS over 236% with Universal App Campaigns for in-app events

“Universal App Campaigns for in-app events has been highly efficient in helping us grow our volume of high value users. Optimizing towards events that happen earlier in the conversion path supported our efforts in maximizing user engagement, and we look forward to testing more of these in-app events in the future.”

- Shinya Takimoto

Manager, Ad Tech Studio, mixi XFLAG STUDIO



Goals

- Drive installs from high-quality users

Approach

- Run two distinct campaigns using Universal App Campaigns for in-app events, focused on optimizing towards unique conversion events critical for in-app engagement
- Continue running Universal App Campaigns for install to compare results

Results

Compared to Universal App Campaigns for install:

- +42% higher first in-app event rate
- +20% higher in-app purchase rate
- +236% higher return on investment



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+236% ROAS

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Google