
SEGA Networks drives higher- value installs by 98% with a smart search campaign

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- Hiroshi Yoshida

Digital Marketing , SEGA Networks

Goals

- Bring in users with a higher-lifetime value who would continue to use the app and generate revenue

Approach

- Set up a search campaign with an expanded keyword list to reach as many users as possible in their moment of intent
- Use automated bidding to remain at the target CPI or lower

Results

- 99% increase in ad impressions
- 98% increase in installations, while remaining lower than target cost
- 5.5x higher lifetime value seen in users acquired through new search campaigns versus general display ads

A person wearing a grey sweater is looking down at a smartphone held in their hands. The background is blurred, showing an indoor setting with a table and chairs.

Google

Success story

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98%
Increase in
installations



CPI
lower than
target



5.5X
higher lifetime value
for new users

“By executing sophisticated strategies to reach users who are highly disposed to using our apps, we not only increased the number of installations, but also acquired more of our target high lifetime-value customers. Based on these results, we’re considering more policies that will focus our marketing on lifetime value.”

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Digital Marketing, SEGA Networks



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