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Client Problem

- High Competition
- Audience Segmentation
- Ad Fatigue
- Rising Cost Per Acquisition (CPA):
- Platform-Specific Challenges
- Maintaining User Retention
- Scaling Campaigns



Our Approach

- We use advanced analytics and behavioral insights to segment audiences based on gaming preferences, ensuring targeted and personalized campaigns for casual gamers, pro players, and niche collectors.
- Each platform, whether Facebook, Google, TikTok, or others, is approached with tailored campaigns that align with the platform's unique strengths, audience behavior, and gaming trends.
- Through A/B testing, keyword optimization, and retargeting strategies, we focus on reducing CPA while maximizing return on investment for every campaign.
- Once a campaign achieves success, we focus on scaling it efficiently while maintaining consistent results by leveraging lookalike audiences and advanced bid strategies.
- Using data insights, we design compelling retargeting campaigns to re-engage lapsed users and convert them into loyal customers.

Our Result

The screenshot shows a Google Ads performance report for the 'Dream Controller' campaign. The report is filtered by 'Campaign status: Enabled, Paused'. The table displays various metrics for the campaign and its sub-components. The 'Total: Account' row is highlighted with an orange border, showing a cost of US\$25,720.93, 13,502,557 impressions, 61,486 interactions (clicks and engagements), an average cost of US\$0.42, 582.18 conversions, a cost per conversion of US\$44.18, a conversion rate of 0.95%, 61,486 clicks, 84,480.34 conversion value, and a ROAS of 3.28. The table also lists bid strategy types for various ad groups, such as 'Target ROAS', 'Maximise conversions', 'Manual CPV', and 'Target CPA'.

Campaign	CPV	Cost	Impr.	Interactions	Avg. cost	Conversion	Cost / conv.	Conv. rate	Clicks	Conv. value	Conv. value / cost	Bid strategy type
		US\$25,720.93	13,502,557	61,486 Clicks, engagements	US\$0.42	582.18	US\$44.18	0.95%	61,486	84,480.34	3.28	
		US\$0.00	0	0	–	0.00	US\$0.00	0.00%	0	0.00	0.00	Target ROAS
		US\$0.00	0	0	–	0.00	US\$0.00	0.00%	0	0.00	0.00	Target ROAS
		US\$0.00	0	0	–	0.00	US\$0.00	0.00%	0	0.00	0.00	Maximise conversions
		US\$0.00	0	0	–	0.00	US\$0.00	0.00%	0	0.00	0.00	Manual CPV
		US\$0.00	0	0	–	0.00	US\$0.00	0.00%	0	0.00	0.00	Target CPA
		US\$0.00	0	0	–	0.00	US\$0.00	0.00%	0	0.00	0.00	Maximise clicks
		US\$0.00	0	0	–	0.00	US\$0.00	0.00%	0	0.00	0.00	Target CPA
		US\$0.00	0	0	–	0.00	US\$0.00	0.00%	0	0.00	0.00	Target CPA
Total: Account	–	US\$25,720.93	13,502,557	61,486 Clicks, engagements	US\$0.42	582.18	US\$44.18	0.95%	61,486	84,480.34	3.28	

Dream Controller - 4X ROAS in Spends of 25Lac

At Sage Media Agency, we specialize in delivering impactful results for our clients. When Dream Controller partnered with us, they were struggling with high CPAs, poor ad engagement, and low conversion rates in a highly competitive gaming market. Our expert team conducted a comprehensive analysis and implemented a performance marketing strategy focused on precise audience segmentation, eye-catching ad creatives, and continuous A/B testing. Additionally, we enhanced conversion tracking to optimize ad spend and improve campaign efficiency.

 **Phone:** +91 7355004934

 **Website:** www.sagemedia.in

904, 905, Golden Leaf, Tonk Road, Jaipur
Rajasthan, India, (302015)

Thank You