



Snapchat Success Cases



Idle Lumber Empire

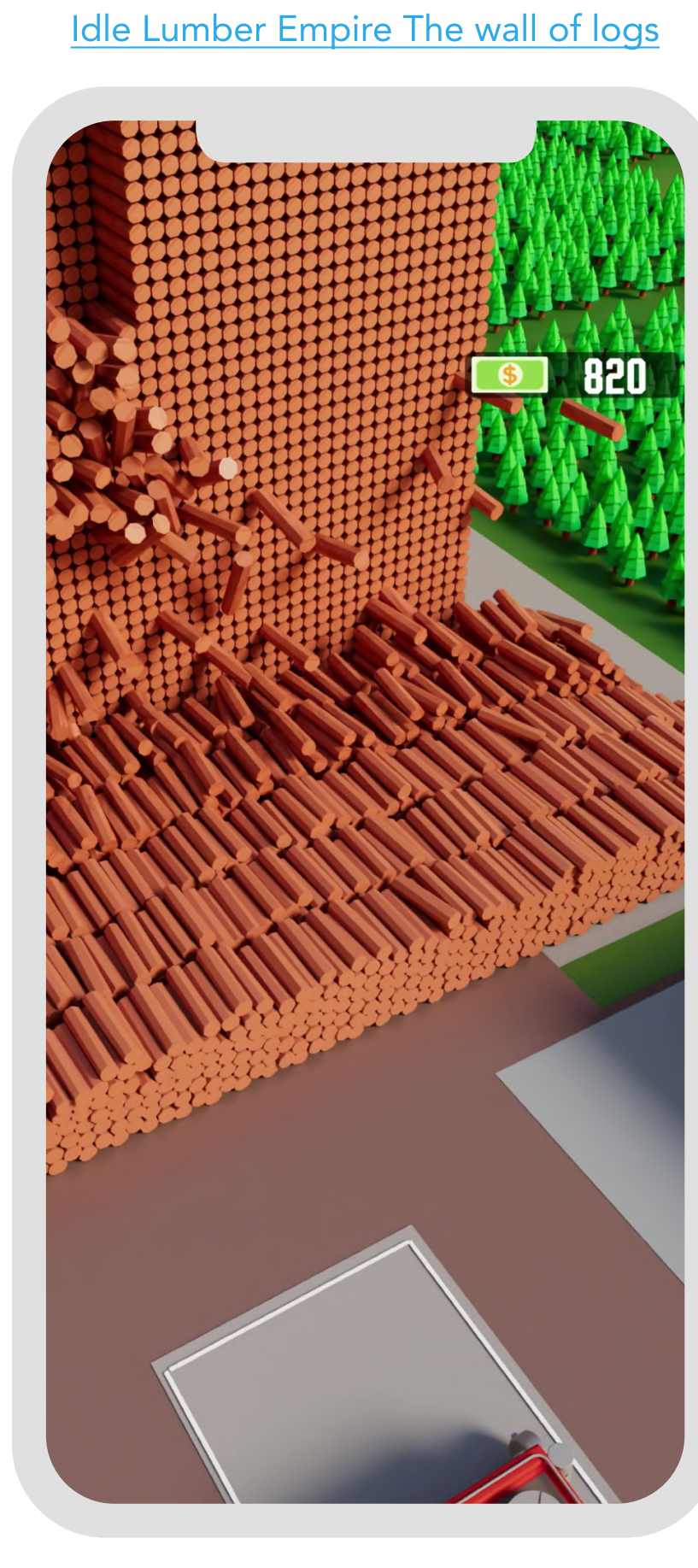
Idle Lumber Empire is a mobile game that combines strategic resource management with idle gameplay mechanics. Players manage a lumber empire, from harvesting trees to selling wood products and expanding their operations. The game offers upgrades, automation features, and challenges to keep players engaged as they grow their lumber business.

Platform: **GEO:** Worldwide

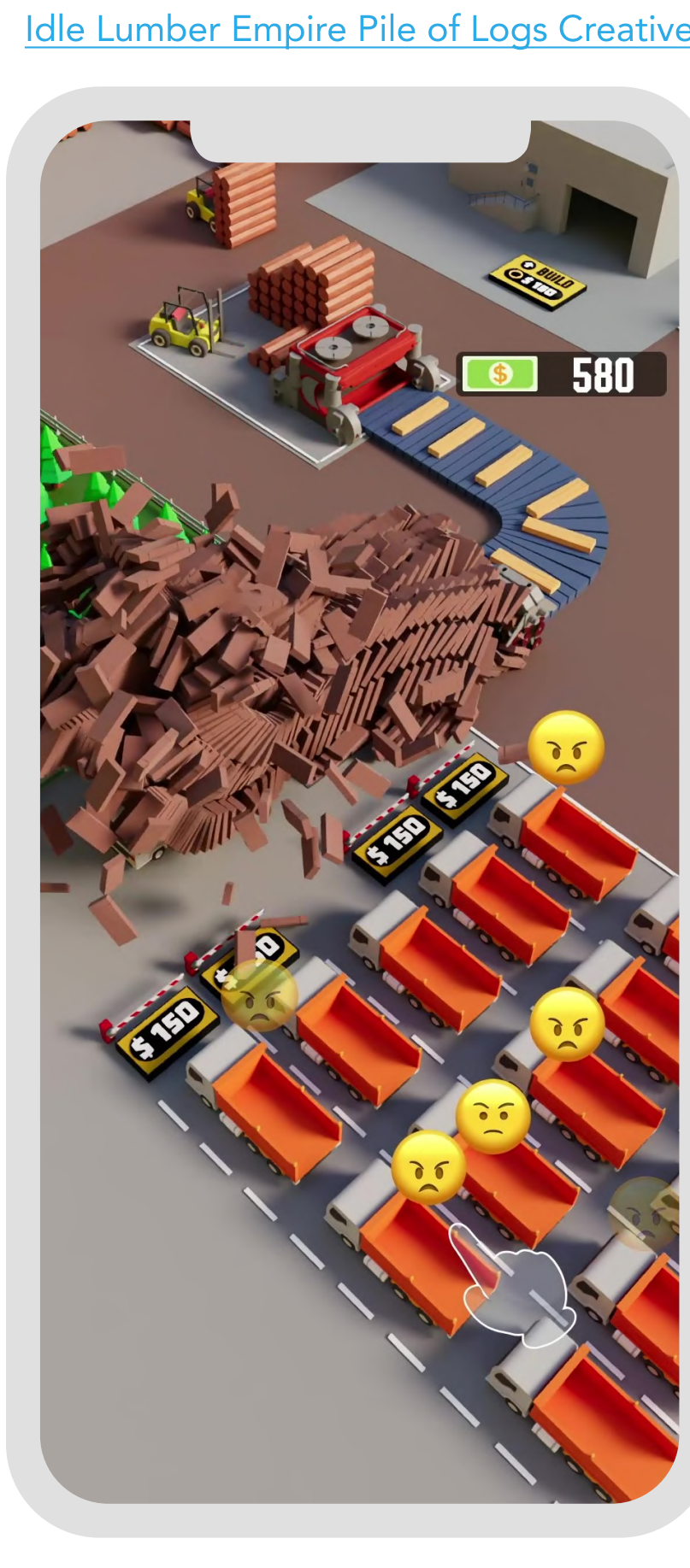
Goals

- 1 Increase ad spend without compromising traffic quality**
- 2 Test different audience types to discover new growth opportunities**

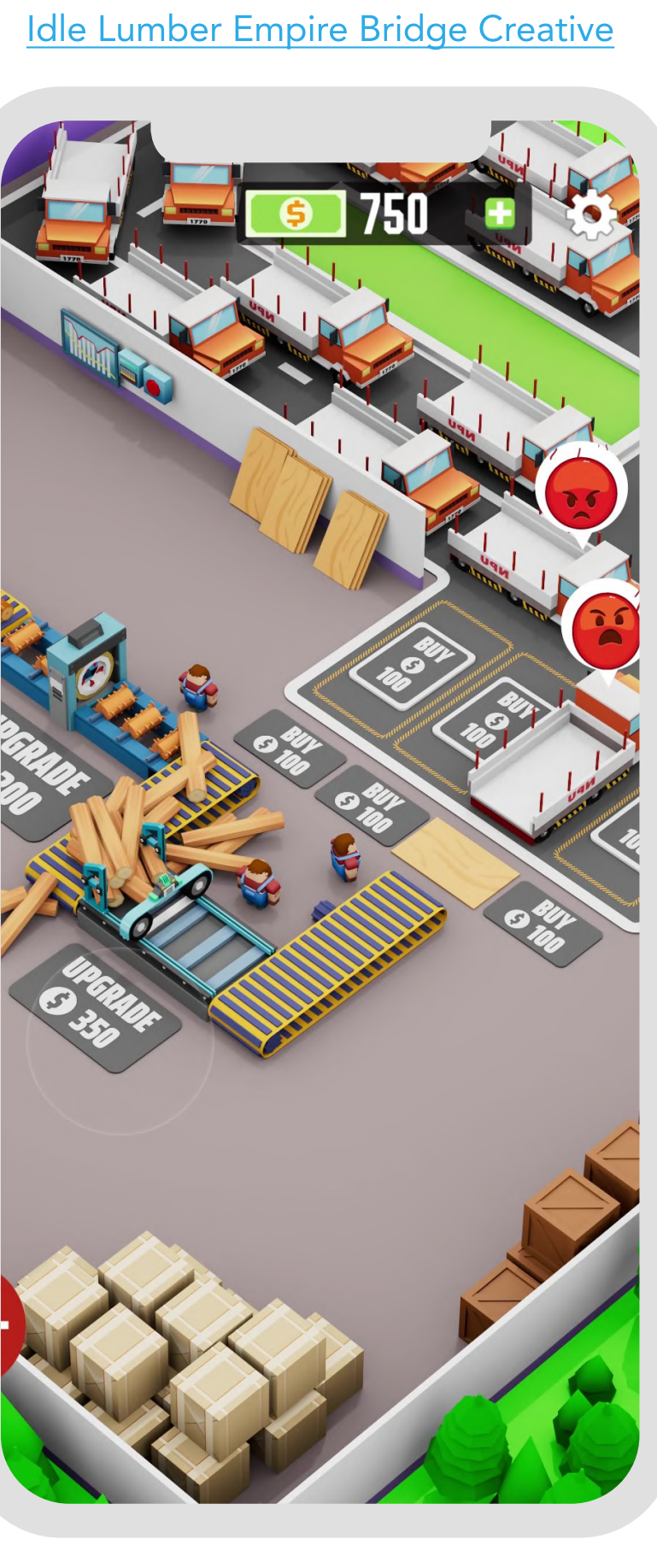
Idle Lumber Empire The wall of logs



Idle Lumber Empire Pile of Logs Creative



Idle Lumber Empire Bridge Creative



Strategy

In December 2023, the advertising spend for Idle Lumber Empire on the Snapchat iOS was \$xx k. Three months later, by March 2024, we approached a **six-figure** spend on this traffic source. Our goal was to scale this source by 2x without compromising the quality of the traffic attracted and without reducing ROI.

We experimented with various horizontal scaling strategies, which involved testing different GEOs, campaign optimizations, and audience targeting.

GEOs

With the GEOs, we proceeded step by step – starting first with the US, where we observed good performance. Then we began scaling by adding Tier-1 countries to our set of GEOs, and subsequently launched campaigns worldwide.

We designated the US as our primary GEO and allocated about 50% of our traffic acquisition efforts to it. The remaining traffic was directed towards a worldwide audience.

Optimizations

First, we activated Purchase optimization, then switched to Optimization for ad events, but it didn't perform at a satisfactory level. So, we made the decision to also activate Install optimization, which turned out to be performing great and provided an additional boost. Therefore, we disabled Optimization for ad events, choosing the two main ones – Install optimization and Purchase optimization.

Audiences

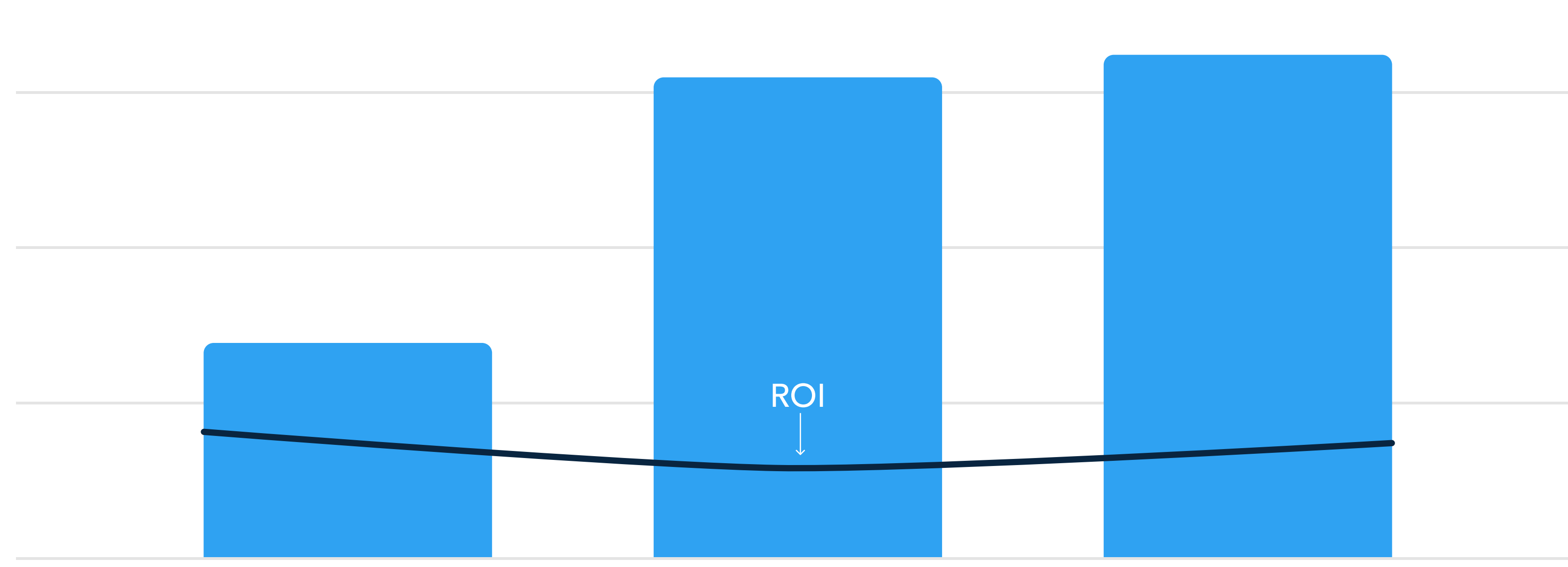
At first, we launched campaigns on a broad audience, and the performance satisfied us, so we began scaling both vertically and horizontally right away. For horizontal scaling, we decided to try the narrower audiences – interest-based and lookalike audiences. Purchase-based LALs and Value-based LALs were also of interest to us in terms of increasing user LTV.

When scaling vertically, ROI tends to decrease. However, we managed to avoid it by targeting high-value audiences (value-based LALs).

Results

- 1 Increased average daily spend by 2.5 times without compromising traffic quality**
- 2 Discovered new growth opportunities in lookalike and interest-based audiences**

Spend



Idle Lumber Empire River Creative



Idle Lumber Empire Pulling Up Creative



Idle Lumber Empire Barrels Creative



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