

How this Indian Casual Gaming Studio Increased ROAS by 25% in 6 Months Using Tenjin

A Crimson Games LLC Case Study



Headquarters: India

Genre: Hyper-Casual, Casual

Platform: Android

Key Game: [Colour Game: Gods & Stories](#)

About Crimson Games LLC

Founded in 2022, Crimson Games set out with a mission to craft mobile games that are both emotionally resonant and culturally relevant i.e. games that truly connect with players around the world.

With a vision to reach over a billion users across all genres, the team is dedicated to building high-retention experiences that go beyond entertainment, fostering deep, lasting engagement.

Challenge

Prior to using Tenjin, Crimson Games faced significant challenges in their user acquisition strategy. Without **accurate visibility into their return on ad spend (ROAS)**, making informed UA decisions was difficult.

Marketing across multiple channels only added complexity—they **struggled to accurately attribute installs and track post-install metrics**, which hindered performance analysis and optimization.

Attempts to resolve this with a custom install referrer plugin proved time-consuming and required ongoing maintenance.

Results

25%

increase in ROAS

Significant

reduction in manual work

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We tried building our own solutions, but managing and adapting them across multiple marketing channels was time-consuming and difficult. We realized we’d rather focus on what we do best—making great games—and let Tenjin handle the rest. With Tenjin’s all-in-one dashboard, everything we struggled with is now simplified. It’s been a game-changer.



Anjinkya Nazare,

CTO at Crimson Games LLC

Solution

Tenjin streamlined the above efforts by bringing all key data into a single, easy-to-use dashboard, dramatically reducing the manual workload and enabling Crimson Games to focus on scaling their growth.

With Tenjin, Crimson Games can now evaluate the effectiveness of their user acquisition spend in under 14 days — enabling faster, data-driven decisions on which marketing channels are truly driving revenue and return on investment (ROI).

This accelerated feedback loop has been a game-changer, allowing the team to optimize campaigns in near real-time. By uncovering key problem areas in their UA and marketing efforts, **Tenjin has played a crucial role in improving overall efficiency, contributing to a 25% increase in ROAS compared to their previous setup.**