

Company name:



Key games:



[Haru Cats: Cute Sliding Puzzle](#)

Headquarters:

Ho Chi Minh City,
Vietnam

UA team size:

1 (co-founder)

Genre:

Puzzle

Platform:

Android

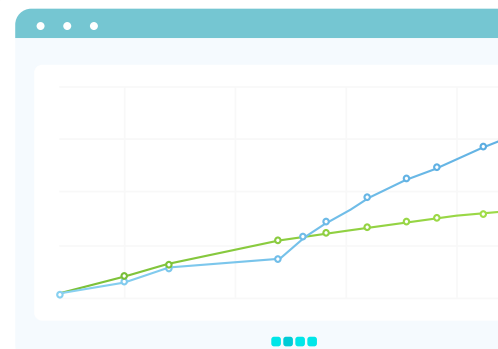
Targeted campaign country:

USA

About:

YOMI Studio is a small studio (10 people at the moment), based in Ho Chi Minh, Vietnam that fully focuses on building casual mobile games. YOMI studio combines technology, art, and hard work to develop beautiful, entertaining and meaningful games.

How YOMI Studio unlocked hyper-growth with Ad Revenue Callbacks



Results

60 hours

per month of
co-founder's time saved

60%

ARPPDAU uplift

2x

more installs

9%

higher day 7 retention
rate

Tool



Ad Revenue Callbacks



ROAS campaigns

Challenge

The co-founder at YOMI Studio is the only person that works on user acquisition. He is also in charge of product development and finance. It's incredibly difficult to monitor everything at the same time and run UA campaigns. In the past, he monitored each campaign manually in a BI dashboard and adjusted bids based on reported ROAS. As he wanted to optimize on multiple levels e.g. campaign, country, source, this quickly became impossible for one person to accomplish.

“

Combining Tenjin Ad Revenue Callbacks and ROAS campaigns has enabled us to spend less time on optimization but still scale campaigns at will, moving YOMI into an unprecedented phase of hyper-growth.

”



Light Nguyen

Co-founder at YOMI Studio

Solution

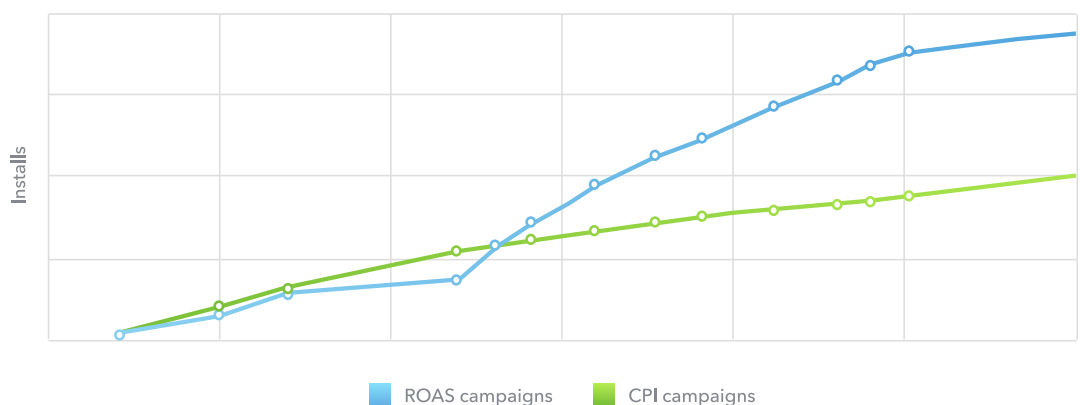
YOMI Studio began passing ad mediation revenue to ad networks via Tenjin. Impression Level Revenue Data (ILRD) is then used in ROAS campaigns to automatically detect high-value users and bid for them accordingly – without the involvement of the co-founder.

Combining Tenjin Ad Revenue Callbacks and ROAS campaigns made a huge difference for YOMI Studio – both in terms of time-saving and campaign performance. On average, YOMI Studio assessed that they now save around 40-60 hours per month on campaign optimization.

Sample ad campaigns results

Install Volume

On the 12th day after the launch of ROAS campaigns, install volume started to increase drastically. When compared to ordinary campaigns with the same targeting properties, ROAS campaigns acquired two times more users within 30 days of launch.

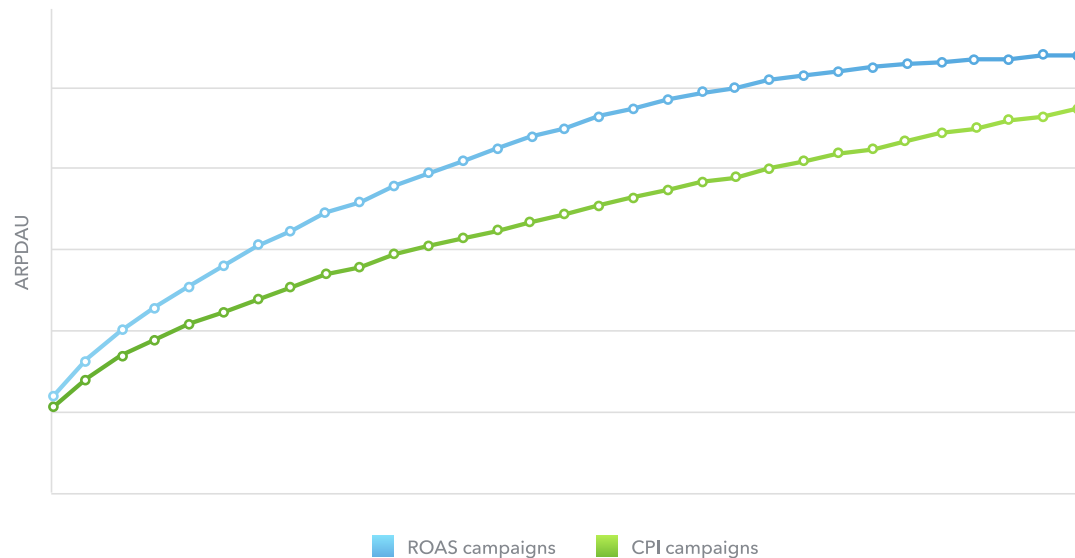


Light Nguyen explained that they can scale campaigns at will because after a campaign starts to deliver results, he can increase the budget with confidence.

Sample ad campaigns results

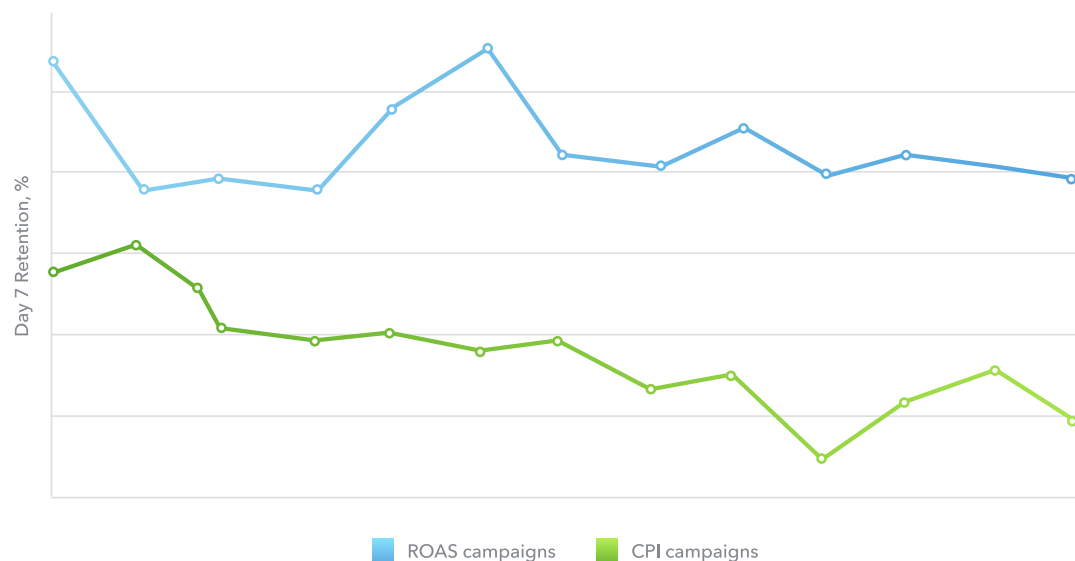
ARPPDAU

ARPPDAU in ROAS campaigns is 60% higher than CPI campaigns.



Day 7 Retention

ROAS campaigns had on average 9% higher retention when compared to CPI campaigns.



Get started with Tenjin's
Ad Revenue callbacks and
ROAS campaigns

[Sign up](#)

