

ZiMAD acquires high quality puzzle players with Liftoff

The Challenge

ZiMAD, a popular mobile gaming studio, partnered with Liftoff to acquire new installs of the Magic Jigsaw Puzzles iOS app with a strong 90-day retention rate.

The Solution

Before launching the campaign, Liftoff built lookalike profiles of ZiMAD's most active Magic Jigsaw Puzzles players on iOS, identifying key characteristics, related apps installed, and user behavior trends. We then prepared several creative tests for native, banner, interstitial, and playable ads. Post-install events were tracked by AppsFlyer to ensure reliable attribution of user puzzle completions.

During the first month, Liftoff ran several ad creative A/B tests, to reduce the cost-per-install (CPI) while increasing 90-day retention rates and total puzzles completed per user. Liftoff's machine learning system optimized user targeting and ad impression bidding in real-time to acquire players with high retention rates at ZiMAD's target CPI.

The Results

Within 6 months of launching the campaign, Liftoff delivered over 21 million highly targeted ad impressions, 82 ad creative A/B tests, a significant volume of game plays and increased 90-day user retention. Results include:

- Improved impression-to-install rate by 590% with creative A/B testing
- Increased average monthly installs by 315%
- More than 15% of puzzle solvers acquired by Liftoff remained active after 90 days

Because Liftoff-driven users had such high retention rates, ZiMAD increased their ad spend on Liftoff campaigns by 5x. This allowed us to scale the campaign to the point where 50% of Magic Jigsaw Puzzles' monthly app opens came from Liftoff-acquired users.

Our success with Magic Jigsaw Puzzles on iOS led ZiMAD to expand their user acquisition efforts to Android, as well as new Liftoff campaigns for four additional game titles.



ZiMAD

ZiMAD is a gaming studio that specializes in creating mobile games. Headquartered in San Francisco, ZiMAD brings revolutionary concepts and ideas to life while redefining conventional mobile gaming.

- **Founded in 2009**
- **Headquartered in San Francisco**

“ Liftoff is one of our premium partners. They consistently meet or exceed our performance goals and deliver high quality mobile users at scale. ”

- Olga Ivanova,
Mobile Marketing Manager, ZiMAD