

Junior User Acquisition Case Study

Unico Studio recently soft-launched a new puzzle game called “Block Merge Mania.” The game is monetized with interstitial ads and rewarded videos, with a small in-app purchase (IAP) share. The UA team has run a few small-scale test campaigns on four major ad networks: Meta, Google, Applovin, and TikTok. Each campaign targeted the US market and aimed to optimize for Day-7 Return on Ad Spend (D7 ROAS). Analyze the results below and make strategic recommendations.

PART 1 — Data Analysis

You are given the following test campaign data:

Network	Spend (\$)	Installs	CPI (\$)	D1 Retention	D3 Retention	D7 ROAS (%)
Meta Ads	2000	1000	2.00	42%	25%	35%
Google AC	1500	800	1.88	38%	22%	45%
Applovin	1200	700	1.71	33%	19%	30%
TikTok	800	600	1.33	40%	20%	20%

Tasks:

1. Calculate the Cost per Retained User (Day 3) for each network.
2. Rank the networks based on cost efficiency and ROI potential.
3. Based on the data, which network(s) would you scale next, pause, or re-test — and why?
4. Identify 2–3 possible hypotheses to improve performance (e.g., creative direction, audience type, event optimization).

PART 2 — Creative Performance Deep Dive

Below are creative-level results from Meta Ads:

Creative	CTR (%)	CVR (%)	CPI (\$)	D1 Retention	D7 ROAS (%)
A – Funny Fails	3.8	40	2.10	43%	32%
B – Satisfying Merge	2.2	45	1.80	41%	38%
C – Challenge Level	4.5	35	1.60	35%	25%

Tasks:

1. Analyze the relationship between CTR, CVR, CPI, and ROAS.
2. Which creative would you continue, pause, or iterate on?
3. Suggest two data-backed creative iteration ideas (e.g., new opening hook, visual tone, or CTA variation).