Netmarble Optimizes Programmatic Campaigns and Achieves Higher ROAS After Taking Control Through MOLOCO Cloud

After a string of chart-topping releases and milestone acquisitions, the user acquisition team at Netmarble was eager to capitalize on an increasingly powerful position in the global games market.

Armed with a portfolio of profitable mobile hits like BTS World and Marvel Future Fight, their goal became to diversify user acquisition in order to maximize reach and avoid reliance on any individual mobile channel while ensuring a strong, scalable return on ad spend. Netmarble elected to avoid the affiliates and ad networks most commonly known for fraud and, in the end, partnered with the experts at MOLOCO to explore and experiment within the growing programmatic ecosystem. It wasn't long before the power of programmatic became apparent.

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" *After a successful partnership with MOLOCO, our knowledge of the programmatic ecosystem grew substantially. Once our team understood the demand-side fundamentals like bidding and creative optimization, we felt there was an even greater opportunity for us to take a more hands-on approach. We started using MOLOCO Cloud's self-serve features to identify and implement unique campaign strategies that targeted different performance metrics at different stages of a game's lifecycle.*

- Tae Heon Kim, UA Team Lead at Netmarble

Thanks to MOLOCO Cloud's full-funnel ad serving transparency, Netmarble was able to conduct detailed analysis and determine that by prioritizing installs over revenue during the first few months after a game's launch, it could acquire a critical mass of users at a fraction of what it would have cost to prioritize ROAS during the same time period. The same user data could then be efficiently used to help machine learning studies for other campaigns that used ROAS as its performance metric. They became an effective input to filter out those not likely to spend but also target users with the potential to generate high returns.

With MOLOCO's robust performance algorithms powering MOLOCO Cloud, Netmarble was able to automatically optimize performance for both CPI and ROAS at the campaign level. After Netmarble set the target metrics for each campaign in their dashboard, the machine learning algorithms powering each individual campaign went to work self-optimizing for their respective target metrics: one for CPI and one for ROAS. MOLOCO's model was able to achieve its peak efficiency in a matter of days, with the install target campaign maximizing user acquisition by lowering the CPI, and the ROAS target campaign achieving over 2.5 times the ROAS over the install target campaign.

CPI vs ROAS Goal
Seven Deadly Sins - USA Campaign
ROAS campaign performance as multiple of CPI campaign

OS - Goal	Android CPI vs ROAS	iOS CPI vs ROAS
D3 ROAS	1.32x	2.66x
D7 ROAS	1.25x	2.52x
D30 ROAS	1.39x	2.25x

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As Tae Heon Kim explains, none of this would have been possible without the transparency provided by MOLOCO Cloud:

> *Through MOLOCO Cloud, we can access each impression's granular log data, allowing us to understand every step of the funnel from exposure to conversion. MOLOCO is the only partner that provides this kind of precise feedback. It speaks to their confidence in providing clean traffic, and it's a huge part of why we trust them implicitly.*

Since then, Tae Heon and the rest of the Netmarble UA marketing team have made MOLOCO Cloud a cornerstone of their user acquisition efforts. "All the programmatic campaigns by the UA marketing team now run directly through MOLOCO Cloud," explains Tae Heon. "For titles like The Seven Deadly Sins, our efforts have been so successful that we've allocated more than 30% of our total UA spend to MOLOCO for its launch campaigns, making it the third largest share of our budget after Facebook and Google."

To learn more about MOLOCO Cloud and how you can start leveraging your own strategic insights to fuel growth across the programmatic ecosystem, contact the machine learning and ad performance experts at MOLOCO today.

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