

Miniclip Uses Instagram Video Ads for App Installs with Salesforce

MINICLIP + Advertising Studio



What is Miniclip?

Founded in 2001, Miniclip is a Swiss company with 140 employees in four countries

200 million monthly active users playing games in 195 different countries

One of the top 10 largest Facebook developers

One of its leading games is 8 Ball Pool, which has over 10 billion game plays, and currently the 17th most popular free game on the iOS App Store.*

- 8 Ball Pool lets players compete against each other in 1-1 matches or eight player pool tournaments.



“Instagram has a huge audience and shares the strengths of Facebook. We reached a lot of people with simple yet engaging gameplay trailers that received extremely positive feedback: users tagged their friends below the video ad, which resulted in even more reach and installs. Instagram ads offer a very native experience, which users appreciate.”

Jonathan Winters, User Acquisition Specialist at Miniclip

Using Instagram for App Installs

After Instagram enabled ads globally for all businesses in September 2015, Miniclip wanted to add Instagram advertising for app installs on both Android and iOS for its 8 Ball Pool in addition to its existing channels, including Facebook.

Miniclip used native video ads to engage with potential customers with ads that are un-intrusive and receive positive feedback from users.

For its first campaign, Miniclip targeted males between 18 and 39 in the United States on iOS devices.



Results

22%

Lower cost
per install
(CPI)

\$0.03

Cost per
video view

In Miniclip's first large campaign on Instagram, over 100,000 people in the United States clicked on its video for 8 Pool Ball.

The ad received very positive feedback and engagement, with just \$0.03 per video view. Fully 54% of people who clicked on the ad actually installed the app and people installed the game at a 22% lower cost per install than previous digital ad campaigns.



“It’s really helpful to have all our Instagram and Facebook ads in Salesforce’s advertising dashboard with a single comprehensive view of all of our campaigns. It’s also great to manage Instagram ads in separate campaigns with Salesforce Marketing Cloud.”

Jonathan Winters, User Acquisition Specialist at Miniclip

Recommendations

Be aggressive in testing new platforms including Instagram

- Advertisers who experiment with new platforms early can often see increased performance and reach.

Use creative that is engaging and fits within the platform on which you're advertising

- Video advertising is a powerful way to show a story (not just tell a story) about your products
- Make sure your videos work without sound, since both Instagram and Facebook ads autoplay without the sound on

Measure and report on success

- Measure the metrics that are important to your brand, app, or website, and compare success across campaigns

Advertising Studio

Advertising Studio is an end-to-end advertising platform to reach your customers where they are across all digital advertising. Activate your customer data in Salesforce to securely and powerfully **reach your customers, find new prospects** with lookalikes, and **re-engage inactive users** in the customer journey. **Create advanced campaigns** and creative variations with sophisticated targeting and optimize them at scale across Facebook, Instagram, Twitter, LinkedIn, and mobile. **Enhance your email marketing** goals with advertising and coordinate campaigns with social, mobile, sales, and customer service efforts.

Please email adsmarketing@salesforce.com with any feedback or questions about this report.

For more Advertising Studio content, check out the blog: marketingcloud.com/blog

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Credits

This case study was a collaboration between Miniclip and Salesforce.

It is intended to educate and inform readers of the best practices of a Facebook advertiser while using a best in class advertising platform. All results reported are not indicative of future results but reflect the learnings of Miniclip running its campaigns over a pre-defined period.

Our thanks to the Miniclip marketing team for their openness and continued partnership with Salesforce Marketing Cloud.

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The case study was co-authored by Miniclip and Zachary Reiss-Davis, Product Marketing Manager at Salesforce.

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The image features the Salesforce logo, which consists of the word "salesforce" in a white, lowercase, sans-serif font. The text is centered within a light blue, multi-lobed cloud shape. The entire logo is set against a solid, dark blue background.

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