



SUPERCARGING UA TEAMS' PRODUCTIVITY

with Budget, Bidding & Creative Automation

Headquartered in Barcelona, Playvalve is a fast-growing developer and publisher of highly successful casual games, with an expanding portfolio and over 20M monthly active users. At the foundation of its success are strong game teams, a robust in-house BI system, and a rockstar UA squad hailing from some of the best game publishers in the world. Their CMO, Alex Noiro-Cosson, is an ad tech veteran and has previously acted as Head of Marketing at SocialPoint.

“ Besides a product that actually works, we found in Bubbleeye a committed, trustworthy, and delivering partner. Seeking constructive feedback and embracing the tailor-made requests we made, we couldn't ask more from a partner that became an extension of our team ”



THE CHALLENGE

Based upon the success of initial UA attempts, Playvalve resolved to significantly scale up user acquisition across multiple paid channels, yet determined to achieve growth by working on the yield of the existing lean and talented UA team rather than patching the operational bottlenecks with HR growth. They effectively strived to **do the work of ten, with a team of two:**

SCALABLE SPEND OPTIMIZATION

With seven-digit budgets deployed every month across multiple titles, it is extremely time consuming and error prone to run campaign-level and site-level bid and budget optimizations across a diverse media mix including SANs, SDK Video Networks, Preload Networks and Play-To-Earn networks, while retaining lean and fast operations.

Playvalve built a robust in-house Business Intelligence system based upon strong data expertise and unique understanding of their in-app mechanics. However, by nature, that isn't meant to handle campaign operations: before Bubbleeye, campaign managers were responsible for processing insights, planning the best course of action, and enacting bid and budget changes across the different advertising channels. This made the experimentation of new bidding strategies and the scaling of successful models extremely challenging and heavy on the team.

CONTINUOUS CREATIVE ITERATION

Playvalve strives for continuous, iterative optimization of ad creatives as a key driver to profitable user acquisition. With a growing portfolio of titles and ad networks, uploading, monitoring and replacing ad creatives represented a growing challenge to nimble, cost-effective operations.

Playvalve had previously built an in-house creative asset library that encompassed most of their needs but became costly to maintain internally and was yet hardly replaceable by any off-the-shelf products. Besides the maintenance burden, it lacked integrations with ad networks to distribute and upload assets into actual use, which therefore remained a manual task for the UA team. The monitoring and cycling of each asset in live campaigns also had to be performed manually, which was only possible every several days, for a limited number of assets, games, and campaigns.



THE SOLUTION

After screening the market for suitable automation solutions, Playvalve chose Bubbleye.AI. Among the available modules, Spend Automation and Creative Automation were activated. The BI & Reporting module was also activated, specifically for a subset of the media traffic.

SPEND AUTOMATION

Setting off from strong in-house domain expertise, Playvalve decided to implement their own optimization logic for incremental bid and budget adjustments.

Bubbleye's unique "customize-by-design" approach allowed tailoring complex optimization flows in a matter of just a few days, easily embedding Playvalve's custom "decision trees" for each specific traffic type, and smoothly iterating on them to success. This allowed the UA team to scale up their successful methodology leveraging systematic, realtime updates enacted by the automation engine 24/7, transparently and reliably.

CREATIVE AUTOMATION

Bubbleye's creative suite was employed to boost the creative flow all the way from organising assets into a custom library, to uploading assets to multiple networks, to swiftly assembling creative packs compliant with each network's specifications, to automatically cycling creative assets across campaigns and networks so that underperformers be promptly removed and best performers discovered and rolled out to more campaigns. Bubbleye's unique ability to embed Playvalve's best practices and desired strategies was again crucial to enable a customization level that would have been impossible with any other off-the-shelf products.

SUCCESS

The combination of Bubbleye's [Spend Automation](#) and [Creative Automation](#) allowed Playvalve to successfully onboard new ad networks and turn them into viable user acquisition channels.



Soon after achieving success with the Android campaigns, Playvalve was able to kick off and rapidly ramp up profitable user acquisition for their iOS titles, leveraging data, models, and learnings from the Android successes



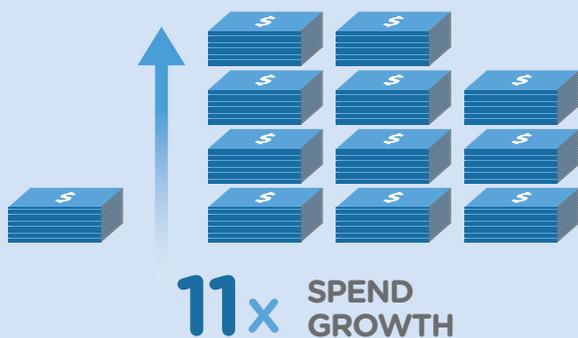
Over less than six months (compared with the six months prior to using Bubbleeye), Bubbleeye.AI enabled scaling up user acquisition within the control of the existing UA team:



+200K INSTALLS/MONTH

An average increase of +200,000 installs/month from paid user acquisition, made possible sustainably within the existing team capacity

A staggering 10X increase in the number of campaigns run and optimized around the clock across networks, with no added HR cost and the estimated equivalent of 5 extra FTE (full-time equivalent) UA managers deployed through automation



Spend increase across paid channels, with peaks up to 11x on some networks, with sustained and increased profitability

As part of Bubbleeye's strong product DNA, multiple product additions & customizations were smoothly implemented over the months, including rapidly adding support for specific ad networks that weren't initially supported. A tight collaboration made the best of both marketing and tech worlds possible, as substantial blockers were removed from Playvalve's UA efficiency and scalability.