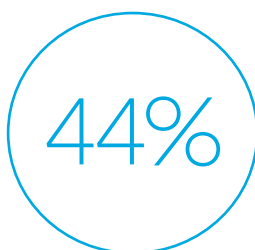
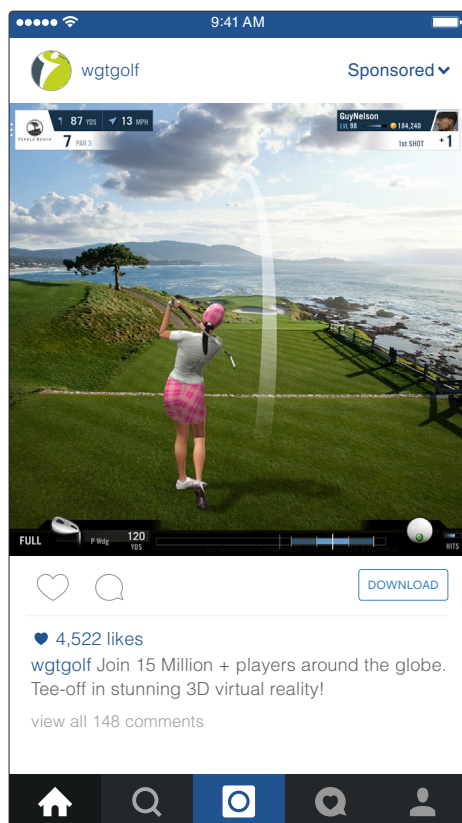




A Perfect Play for World Golf Tour

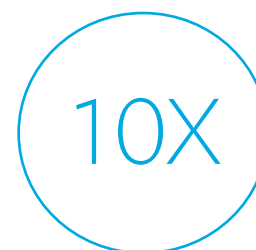
To drive app installs, mobile game World Golf Tour ran a photo ad campaign across both Facebook and Instagram. The campaign improved return on ad spend while driving down cost-per-app-install.



lower cost per install, by adding Instagram to the Facebook campaign



higher return on ad spend, by adding Instagram to the Facebook campaign



engagement on Instagram, by adding Instagram to the Facebook campaign

STORY

Not your father's golf game

World Golf Tour is a free online golf game that's played by more than 15 million people across the globe. It has been rated the number-one 3D online game and has been featured on NBC Sports, Golf Channel and Fox Sports. The company was recently acquired by golf entertainment giant – Topgolf.

GOAL

Teeing off app installs

World Golf Tour primarily wanted to boost brand awareness and drive installs of the iOS app. In addition to encouraging potential players to download the mobile game, the company aimed to keep costs per install at a reasonable level.

SOLUTION

Aiming for the green

Aiming to grow its user base, World Golf Tour developed photo ads that showcased the high-quality visuals in the game. Ad creative followed golf-playing avatars swinging through stunning virtual-reality golf courses around the globe. To improve campaign efficiency and reduce ad spend, the company ran the campaign across both Facebook and Instagram.

To reach an audience who would be most interested in the app on both Instagram and Facebook, World Golf Tour targeted males between the ages of 18 and 64, layering on interests targeting to reach the subset of those who were interested in both golf and mobile gaming.

World Golf Tour's campaign delivered impressive ad reach within a reasonable budget, with top-notch performance from Instagram ads, tallying up to a 44% lower cost-per-install. Return on ad spend and engagement were also stronger with the addition of Instagram as a placement, yielding a 25% return on ad spend and a 10X increase in engagement over results from running on Facebook only.

After learning that the campaign was more successful with the addition of Instagram ads, rather than with Facebook alone, the company plans to scale its spend accordingly to test video ads and other formats to drive app installs.

“ We were looking for a cost-effective way to grow our user base. Initial results from Instagram advertising were really promising. The addition of Instagram as a placement helped us improve the efficacy of our Facebook ad spend resulting in higher ROI. ”

Saurabh Bhambry
Head of UA & Marketing Analytics
World Golf Tour