



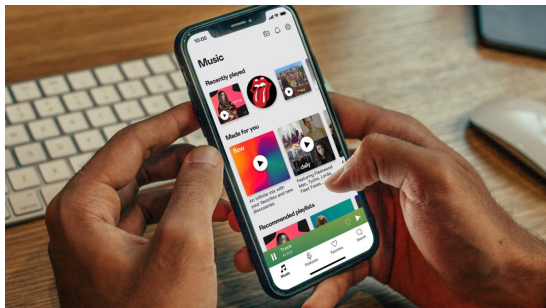
Deezer boosts App campaigns' ROAS by 24% with tROAS bidding



Music streaming service

EMEA - France • [deezer.com](https://www.deezer.com)

Agency Name: Artefact



About Google Ads: Google Ads is a digital advertising solution for businesses of all sizes. Whether you're a small business owner or enterprise marketer, Google Ads delivers reach, relevance, and trusted results to help you grow your business. Learn more at ads.google.com/home.

© 2022 Google LLC. All rights reserved. Google and the Google logo are trademarks of Google LLC. All other company and product names may be trademarks of the respective companies with which they are associated.

The Challenge

Deezer is the second largest independent music streaming platform globally. Deezer consistently experiments with new features and marketing strategies in order to create web subscription growth for its streaming service. As an app-first advertiser, it aimed to optimize its user acquisition campaigns with lifetime value (LTV) signals and data.

The Approach

Deezer tested target return on ad spend (tROAS) bidding in Brazil, which is one of its biggest markets, to meet its goals. The company created a three-step LTV-oriented roadmap for the Brazilian market: First it established customer value integration with Google Analytics for Firebase (GA4F). Then it used an A/B test to compare the added value of tROAS versus target cost per acquisition (tCPA) on App campaigns. For the last step, Deezer launched the test and minimized campaign changes during the first month of the test period.

Partnering with Artefact: Artefact helped Deezer plan and conduct the tROAS test.

The Results

Deezer achieved a 24% increase in ROAS versus tCPA and a 7% increase in paid subscriptions. The streaming service also saw a 14% increase in its conversion rate. Based on the test results, customer LTV is now the main key performance indicator for Deezer and the company will expand tROAS bidding to its markets globally.

“At Deezer, we're constantly looking to improve our user acquisition, and Google Analytics 4 was one of the first tools to allow us to optimize our campaigns based on forecasted LTV. This is a major step into tomorrow's performance marketing.”

—Sherina Khalidi, Director Performance Marketing, Deezer

24%

Increase in
ROAS

7%

Increase in
paid
subscriptions

14%

Conversion
rate increase

Primary Marketing Objective(s)

› [Grow Online Sales](#)

Featured Product Area(s)

› [Bidding and Optimization \(tROAS, Audiences, Feeds, DDL\)](#)

ARTEFACT

Google Ads