Z2A DIGITAL

CPA down 78% at its best, holding ~64% below the initial peak — while volume scaled 5.4×.

We launched a TikTok acquisition campaign for a Casino & Sports Betting App with a single goal: find the most efficient path to first deposits, without wasting budget. Across six months we cut CPA 78% from its learning-phase peak to the campaign's best week, grew monthly volume more than 5×, and absorbed a harder conversion goal and a seasonality spike without losing control.

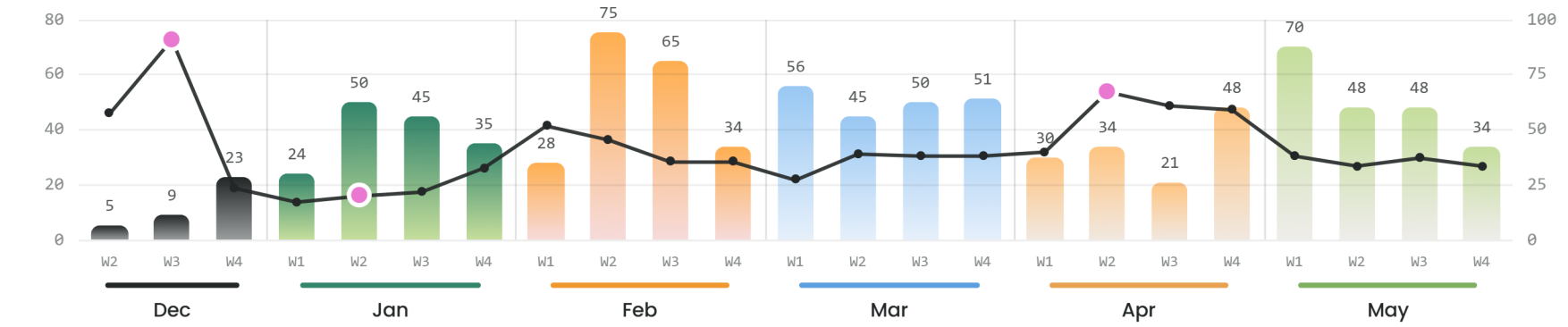
−78%
From the learning-phase peak (Dec W3) to the campaign's best week (Jan W2), after cutting the weakest creative concept

5.4× volume
+80% conversions from December to May

−58%
Blended CPA across 1000 conversions, Dec–May, vs. the initial peak — even including a seasonal spike that reached 3.3× the campaign's best week

CPA & volume evolution — Dec to May

Weekly conversions (bars, left axis) and CPA index (line, right axis — 100 = learning-phase peak), grouped by month.



Z2A DIGITAL

Six months, one disciplined playbook

Every move was deliberate: test broad, cut hard, scale on a proven baseline, then spend the efficiency headroom we'd earned on tougher goals. Figures below are actual monthly averages.

December

Weeks 1–3

Launch & learn

- Launched broad — install-optimised campaigns
- 10 video assets across 3 creative concepts
- Age exclusions only, no other targeting
- CPA started roughly **2× the December average** during the learning phase, then **fell 74%** by month's end as signal built.

January

Weeks 4–7

Cut & scale winners

- Cut the weakest creative concept entirely
- Tested new hooks and video lengths
- Scaled budget behind proven winners
- Our best week of the campaign — **down 78% from the original peak**. Monthly volume up more than 4× on December.

February

Weeks 8–11

Purchase optimisation

- Moved from install to purchase optimisation
- Maintained the weekly asset-refresh cadence
- Added interest and lookalike audiences
- CPA stepped up **126% versus January's average** on the harder purchase goal, then **recovered 32% from that spike**.

March

Weeks 12–15

Stabilise

- Held the purchase goal at a steady baseline
- Tightened delivery on best-performing audiences
- Continued weekly creative refresh
- CPA held within **−22% / +10% of the monthly average**.

April

Weeks 16–19

Seasonality defence

- Pre-launched defensive retargeting + install campaigns
- Protected spend efficiency through the dip
- Anticipated warmer weather cutting app activity
- Seasonality pushed CPA to a peak **still 26% below the original learning-phase high**. Anticipated, defended, and contained.

May

Weeks 20–23

Smart CPA rebound

- Activated TikTok's AI-powered Smart CPA
- Sustained the weekly asset refresh
- System mature enough for automated delivery
- Full recovery — CPA **24% below the December baseline**.

You pick the line. **We make it go up.**