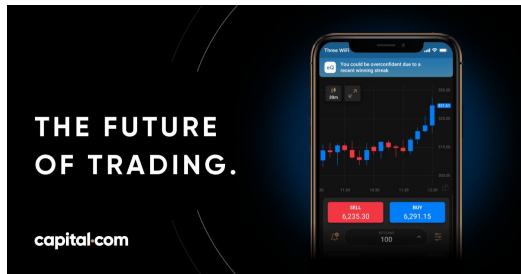




Capital.com app achieves 197% ROI boost with GA4 and tROAS



Online broker and finance company
EMEA - Cyprus • capital.com



The Challenge

Capital.com is a multi-award-winning online broker with more than six million registered clients worldwide. It achieved strong user base growth in the trading world of stocks and complex financial derivatives by focusing on cost per acquisition (CPA)-based tactics. However, as its business objectives shifted towards profit and return on investment (ROI) in 2022, the company needed to find a way to acquire more valuable app users.

The Approach

Capital.com tested a target return on ad spend (tROAS) bidding strategy for its App campaigns in the European Union. It started the tests with a lower initial bid to give the algorithm an early boost and subsequently fine-tuned bids incrementally. The company also increased algorithmic efficiency by bidding to Google Analytics (GA4) events, which led to a stronger ramp-up and performance.

The Results

Capital.com's tROAS strategy significantly outperformed its tCPA campaigns' ROAS from customer deposits. The tests delivered a 197% ROAS increase compared to concurrently running tCPA campaigns in the same locations. In addition, customer deposits from tROAS campaigns were 2.1x higher than the tCPA campaigns' customer deposits, and the conversion rate from account creations to deposit event completion increased by 66%.

“tROAS campaigns gave us the opportunity to scale and stabilize our performance with a lower CPA. They were especially beneficial when we needed to simultaneously scale and optimize.”

— Vlad Pilat, Head of User Acquisition, Capital.com

197%

ROAS uplift

2.1x

Increase in the average customer deposit

66%

Conversion rate increase

Primary Marketing Objective

- › [Generate Leads](#)

Featured Product Areas

- › [Bidding and Optimization \(tROAS, Audiences, Feeds, DDL\)](#)
- › [Google Analytics for Firebase Bidding](#)

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