

Quvy Case Study - May 2025

Win Before You Launch

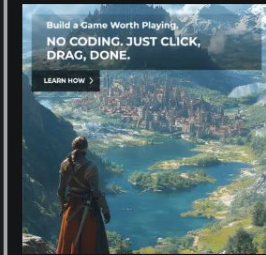


Quvy

10 Ads Uploaded to Quvy

10,000 Simulations : 3 Clear Winners

Best Creative by User Engagement (CTR)



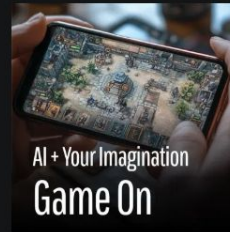
Open World

2.09%



Fire Knight


2.12%



Game On

1.56%

Quvy



Same 10 Ads Run on Instagram
Results : Same Exact Winners as Quvy
in Same Order!

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Instagram Results : Same Winners as Quvy

Campaigns1 selected

Ad sets for 1 Campaign

Ads for 1 Campaign

This month: May 1, 2025 – May 16, 2025

+ Create

Duplicate

Edit











A/B test

More

Columns: Performance and clicks

Breakdown

Charts

<input type="checkbox"/>	Off / On	Ad	Impressions	CPM (cost per 1,000...)	Link clicks	Shop clicks	CPC (cost per link click)	CTR (link click-throug...	Clicks (all)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Fire Knight	9,296	\$9.85	155	—	\$0.59	1.67%	170
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Open World	9,104	\$8.28	142	—	\$0.53	1.56%	186
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Game On	9,210	\$9.55	131	—	\$0.67	1.42%	159
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Turbo Builder	9,073	\$5.96	92	—	\$0.59	1.01%	115
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Creative Combo	9,094	\$9.12	91	—	\$0.91	1.00%	96
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Dev Spotlight	9,216	\$7.83	88	—	\$0.82	0.95%	101
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Story Player	9,170	\$8.88	86	—	\$0.95	0.94%	98
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Story Player 2	9,276	\$9.14	84	—	\$1.01	0.91%	96
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Magic Bunny	9,098	\$9.27	80	—	\$1.05	0.88%	99
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Builder UI	9,151	\$6.56	77	—	\$0.78	0.84%	92
Results from 10 ads ⓘ			91,688	\$8.45	1,026	—	\$0.75	1.12%	1,212
			Total	Per 1,000 Impressi...	Total	Total	Per Action	Per Impressions	Total

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Try Quvy.com Free



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