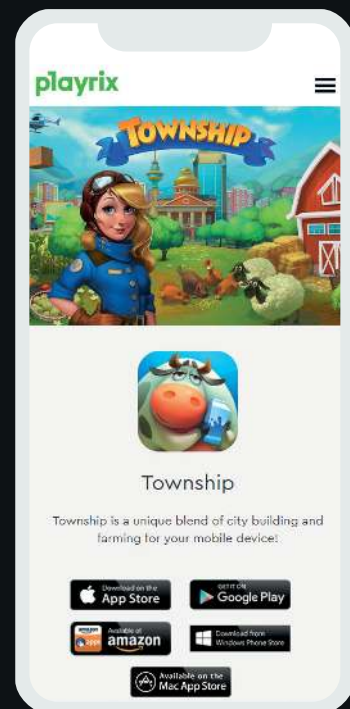




The Game Changers: Applift Helps Playrix Maximize ROAS Through State-of-the-Art Retargeting



About Applift

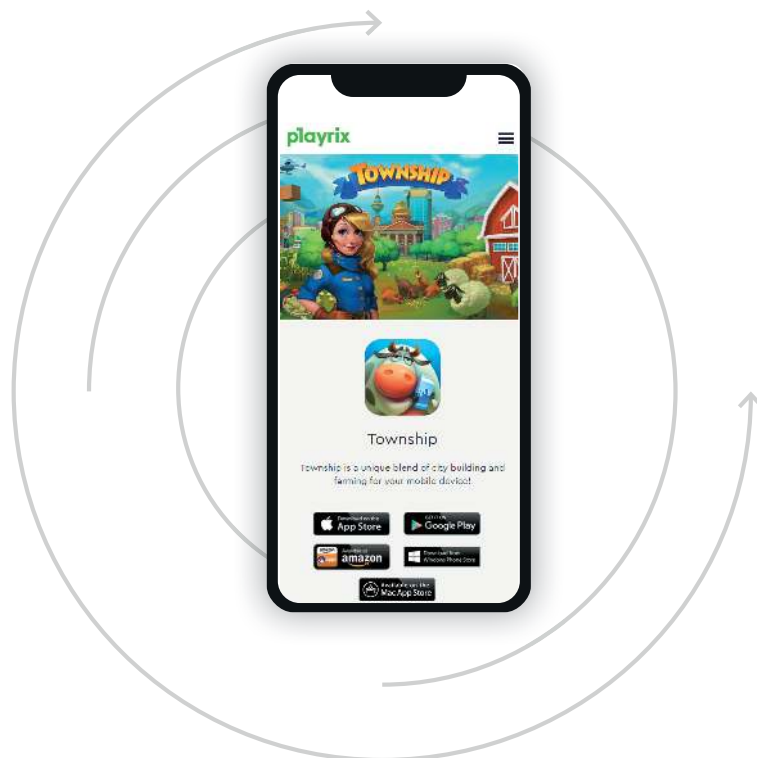
Applift is a leading mobile ad tech company that empowers businesses to connect with and activate customers in a mobile-first world by creating the next-generation platform for advertisers to reach and convert their audiences on mobile.

Applift's solutions are designed to deliver true results at every point of the customer journey.

Through Applift's Mobile Journey Advertising solution, app advertisers across the globe can connect with their target audiences, acquire new users and activate and re-engage existing users to become true customers.

About Playrix

Playrix is one of the leading mobile game developers in the world. They are the team behind Township, Fishdom and Gardenscapes — the latter having been elected as "Game of the Year 2016" by Facebook.

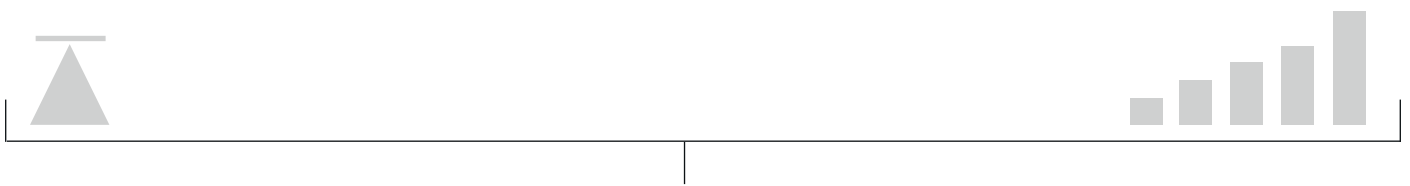


The Challenge

Playrix decided to partner with Applift to retarget previously engaged users who had stopped playing.

The Goal

- Reach inactive users
- Drive revenue events



The Strategy

1

Applift's sophisticated audience segmentation allowed for categorizing users based on their previous activity such as in-app spend to serve highly customized campaigns.

2

Users were then targeted across Applift's supply with 'Call To Actions' designed to bring them back to the app.

3

The SDK-less approach of Applift's retargeting system enabled a smooth integration through Playrix' data provider and quick setup of campaigns.

4

In-app ads were shown to Playrix' user base across the world with individual strategies tailored to each geo.

5

A dedicated in-house team worked on creative and campaign strategy to ensure that creatives were continually optimized to deliver the best performance.



The Results

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— With this tailored campaign strategy, an impressive ROAS of up to 400% was achieved, as well as steady growth in scale. Also, 89% of lapsed users were reached.



OF LAPSED USERS REACHED

The Next Steps

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— With the success of the initial campaigns, the next focus will be to fully utilize the other features that Applift's Dynamic Retargeting Product offers, to test different segments and drive both performance as well as scale.

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A Partnership Based on Technology, Service and Transparency

“We have been working with Applift since Q4 2016. They have a robust product as well as a great team. Given our close relationship with them on user acquisition, being able to carry out retargeting activities together is an added bonus and we hope to grow these activities further in the near future.”

ANTON NESTEROV, Performance Marketing

Manager at @ Playrix