

RevX Success Story

Highlights

APPS Achieved the Target ROAS with RevX's Global Retargeting Campaign

>100%
compliance rate of D30 ROAS target

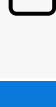
>350% increase
in re-engagement metrics

46% decrease
in cost per thousand impressions (CPM)

Client



Industry



Mobile Gaming

*Campaign period is June to August 2023

Introduction

Fashion games on mobile devices have become increasingly popular in recent years, appealing to a wide range of casual gamers of all ages and genders. These games are often seen as a fun and relaxing way to express oneself through fashion, with a variety of gameplay experiences and fashion items to choose from.

As mobile devices continue to grow in power, and as fashion games become increasingly social and engaging, a greater number of people will be attracted to these games.

About Our Client

APPS Mobile Games develops and publishes mobile games played by millions of players every month. APPS is a renowned developer of popular smartphone games with a global presence. The company has gained a reputation for introducing remarkable games, mostly in the hypercasual games category.

APPS's Fashion Battle - Dress up game is one of the leading games in the fashion gaming category. The game appeals to young adults and casual gamers who are interested in fashion and gaming. The game provides players the opportunity to transform their avatars into fashion icons and explore a collection of trendy outfits and accessories.

Aleyna Cerrah

User Acquisition Manager, APPS Mobile Games

With RevX's great algorithm, it was effortless for us to retarget Fashion Battle's inactive but high intended users. Our campaigns ran aligned with our KPIs from day one. With continuous bid optimization, creative updating and localization, our campaigns met our D30 ROAS target.



Having over 90 million downloads, Fashion Battle is one of the top-performing games by APPS. The game has gained millions of players worldwide and has featured among the top 10-grossing games.

Challenge

With the increase in popularity, there was an increase in downloads but APPS needed to re-engage its newly acquired and lapsed players to sustain the game's momentum.

APPS Mobile Games' primary objectives were to:

- Re-engage players and boost gameplay and retention rates.
- Attain the D30 return on ad spend (ROAS) target and ensure consistent, long-term ROAS growth.

Strategy

Fashion Battle is a free game that generates revenue through in-app purchases and ad viewership, making it crucial for the game to re-engage its players and encourage extended gameplay. To achieve this, RevX leveraged various optimization strategies and conducted A/B tests on different creative sets.

The retargeting campaign expanded from three to nine international geographies including the United States, United Kingdom, Canada, Australia, Germany, France, Israel, Italy, and Turkey. It targeted players who had not logged in for at least four days, with the focus of re-engaging these players and encouraging increased gameplay and ad viewing to progress in the game.

Campaign optimization:



RevX employed a systematic approach to optimize the campaigns. This involved the ongoing selection of the most effective ad placements and a thorough evaluation of publisher performance. Our campaign management team proactively blocked underperforming inventory while maximizing top-performing sources. These optimizations were executed at a geographic level, recognizing that inventory performance varies across regions.

Geotargeting:



Leveraging real-time event stream data from APPS, we executed highly effective vernacular ad campaigns. RevX ran tailored campaigns for each geography, utilizing ad copies in the local language. This approach enabled us to create optimal strategies catering to each market's unique characteristics. For example, we observed that using French ad copy outperformed English in France.

Hyper-granular audience segmentation:



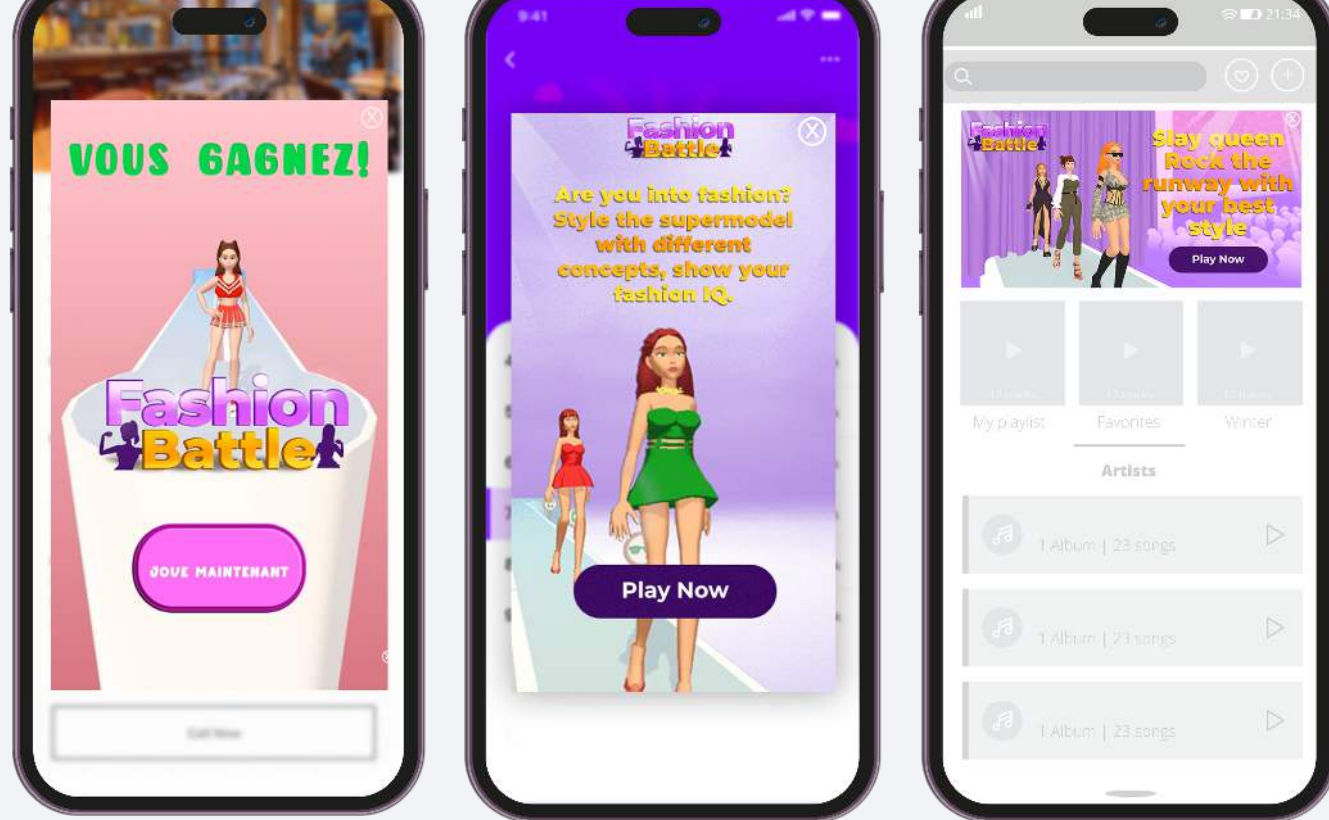
RevX's data science models identified and segmented players based on their historical intent and in-app activity, including recency, time spent, session data, and conversion metrics. This precise segmentation enabled the strategic allocation of optimal bids to high-intent players, optimizing media spends and re-engagement.

Creative optimization:



To boost re-engagement, we used various static ad formats, including banners, native ads, and videos, tailored to specific regions. Our campaign management team conducted A/B tests to identify top-performing ad copy and CTAs. Together we employed 34 different creative sets from June to August, regularly refreshing them. Creative optimization was carried out on a geographic level, recognizing variations in preference across regions.

Campaign Creatives



Alec Pambid

Senior Campaign Manager, RevX

Managing Fashion Battle was an amazing performance opportunity. Our objective was to re-engage existing users and convert them to achieve 100% D30 ROAS. By using RevX's powerful dashboards and platform, I analyzed the data trends of each demographic to align the campaign strategy and create a localized optimization approach to guide our algorithms to deliver success for Fashion Battle.

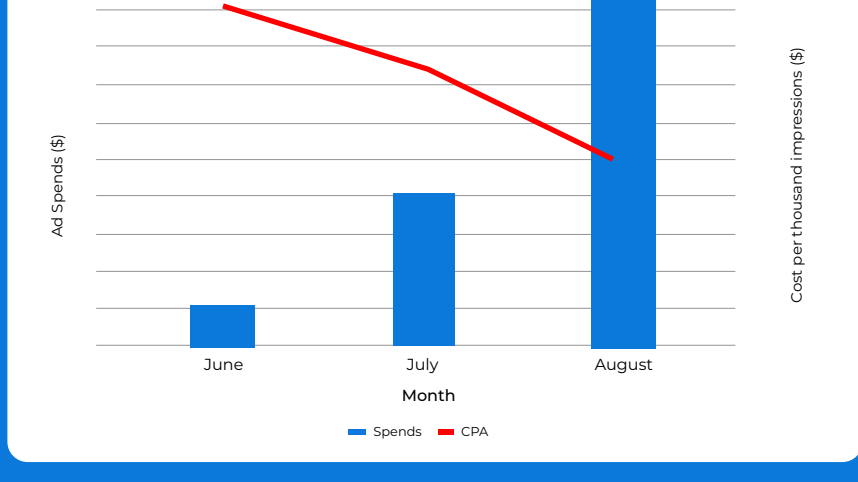


Results

RevX partnered with APPS to implement a retargeting campaign aimed at transforming lapsed players into dedicated and engaged players. The success of this campaign is evident in the following results achieved during the campaign period from June to August 2023.

High D30 ROAS compliance rates indicate the campaign's efficiency in generating revenue. Additionally, the consistent increase in re-engagement demonstrates the campaign's ability to successfully re-engage players, move them further down the funnel efficiently, and encourage extended gameplay and ad viewership.

- >100%** compliance with the D30 ROAS target
- >350% increase** in re-engagement metrics
- 46% decrease** in CPMs



Graph: As the campaign scaled and ad spending increased by approximately 700%, the cost per impression (CPM) decreased by 46% over a three-month period.

Build your own success story with RevX

Find out how we can help you succeed.

Get Started