



RevX Increases In-app Transactions & Engagements For Kartrider Rush+, Nexon's Mid-Core Racing Game

About Our Client:

Founded in 1994, NEXON Co., Ltd. (Nexon) (3659.TO) is a company engaged in the production, development, and operation of online games and Virtual Worlds. First listed on the Tokyo Stock Exchange in December 2011, Nexon was placed on JPX400 in 2015 and added to the Nikkei Stock Index 300 in 2017. In 2020, Nexon was added to the Nikkei 225. Nexon currently has more than 50 live games on multiple platforms including mobile and is available in more than 190 countries. Major game franchises include MapleStory, KartRider, and Dungeon&Fighter.

153%

INCREASE IN
REACH (IMPRESSION SERVED)

102%




INCREASE IN
IN-APP CONVERSION

50%

Reduced CPI and
CPE by 50%
(Feb'21 to May'21)

Objectives/Challenges of the campaign:

With over 300 million players worldwide, the primary objective of the campaign for Nexon's Kartrider Rush+ was to:

-  Win back drop-off users and reduce churn.
-  Drive higher in-app conversions.
-  Maximize the marketing ROI (ROAS).

Surpassing campaign goals with RevX programmatic platform:

Like many other mobile gaming app publishers, Kartrider Rush+ derives most of its revenue from in-app purchasing. Kartrider Rush+ began working with RevX, as they were looking to more effectively monetize their apps.

Initially, we segmented users into different categories for more effective targeting. Users who opened the app within the first seven days (day 1 to day 7) were targeted with static ads to keep them engaged and reduce churn. As the campaign progressed, we targeted another segment, which consisted of players who had been inactive for 60-90 days and had not made any in-app transactions. The plan was to prioritize users based on these segments and devise strategies accordingly.

Using data and insights to continuously optimize campaigns:

Since the campaign had both ROAS and CPA goals, RevX's algorithm identified high intent players based on various app activities. We further subdivided the players when they reached level 15 or higher in the game (an appropriate level for users to make a purchase), to optimize the campaign.

Depending on players' interest and RFM (Recency, Frequency, and Monetary) analysis, we served different ads to players to boost their app engagement.

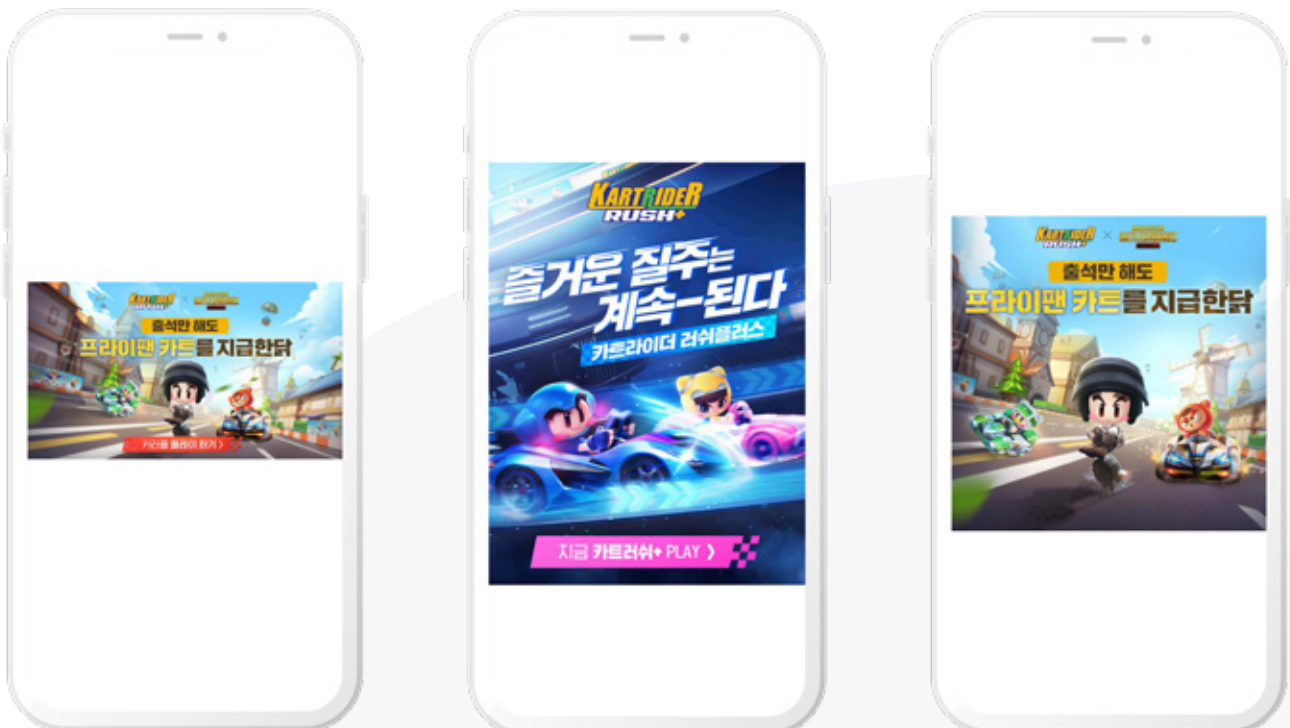
The campaign aimed to drive revenue from users who had never purchased in the past. The challenge was to convince these first-time buyers to make a purchase. To achieve this, we targeted a specific group of users who had a higher likelihood of making a purchase. Our targeting strategy successfully encouraged these users to take the desired actions in the app, while also keeping the cost per click (CPC) under control.

RevX also began testing and optimizing bids with the goal of increasing ROAS while keeping an eye on CPIs. The RevX machine learning (ML) platform optimized bids using **CPM bargainer** and lookalike audiences with a high likelihood of installing, reaching a certain amount of levels, and then finally completing an in-app purchase which helped in reducing cost per install (CPI) in native ads by 10%.

Data-driven predictions of every user's potential engagement, conversion, and basket value allow the **CPM Bargainer** to determine the value-to-cost ratio for every impression served to smartly allocate the budget based on each user's worth and bids the right price for ad inventory to reach them.

Creative innovation:

To engage players most efficiently, RevX ran mobile-optimized ads across formats like **native, banner, interstitial, and video ads**. Throughout the campaign, we were also able to blacklist and whitelist publishers based on the best-performing ad formats and then automatically optimized the campaign budget resulting in a better performance.



Results

We successfully achieved the ROAS and CPA goals for the past months and are within the benchmarks.

- **Increase** in reach (impressions served): **153%**
- **Increase** in in-app conversions: **102%**
- Reduced cost per install (CPI) and cost per engagement (CPE) by 50% (Feb'21 to May'21)

“

We are delighted to work with a partner like RevX whose performance in-app retargeting has been effective and efficient. RevX turned out to be a highly innovative, transparent channel and we could see the uplift in-app engagement. We are extremely happy with their service and this partnership.

”

Woochang Lee
Team Leader, Nexon

We Are RevX

Made for Growth,
Built for App Marketers.

RevX helps app businesses acquire and re-engage users via programmatic advertising to retain and accelerate revenue. We're all about taking your app business to a new growth level!

We help you build sound mobile strategies, combining programmatic UA, app re-engagement, and performance branding to drive real and verifiable results so you can scale your business: with real users, high retention, and incremental revenue. We are also in an advantaged position to help your business navigate the industry changes brought forth by iOS14.5 non-IDFA policies.

We rely on data science, innovative technology, AI, and a skilled team, to create and deliver seamless ad experiences to delight your app users. That's why RevX is the ideal partner for app marketers that demand trustworthy insights, a hands-on team, and a commitment to growth.

Follow
RevX:

