

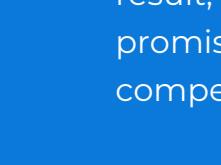
RevX Success Story

Re-engaged Lapsed Players and Increased Revenue Through Targeted Campaign

Client



Industry



Highlights

117%

average D30 ROAS

58%

decrease in cost per re-attribution

5.4X

increase in re-attribution

7X

boost in ad click-through rates

*Campaign period is Mar'24 to Aug'24

Mobile games have surged in popularity, especially strategy games, captivating a diverse audience with their blend of tactical gameplay and engaging narratives. As players seek more immersive experiences, the competition in this space has intensified, attracting global developers and publishers eager to capitalize on the growing interest.

Introduction

Industry giants and gaming studios alike are investing heavily in innovative game mechanics, stunning visuals, and rich storytelling to stand out in a crowded marketplace. As a result, the mobile gaming landscape is evolving rapidly, promising exciting developments and heightened competition among established and emerging publishers.

Big Huge Games is renowned for developing engaging strategy games. One of their flagship titles, DomiNations, is a mobile strategy game that seamlessly blends elements of history and empire-building. With its rich gameplay and historical depth, DomiNations provides an immersive experience for players.

The game appeals to a wide range of age groups, with a particular focus on adult gamers who enjoy thoughtful, strategy-based challenges. Additionally, DomiNations targets users across multiple countries, expanding its geographical reach and enhancing its player community.

As global competition in the gaming market intensified, Big Huge Games saw the need to move beyond just driving app installs. They sought a partner to launch retargeting campaigns for Android and iOS, utilizing first-party data to re-engage lapsed players and encourage in-app purchases.

Challenge

Objective:

- Reactivate & retain lapsed paying and non-paying players.
- Convert these players into active, paying users and drive revenue through in-app purchases.

Strategy

Big Huge Games partnered with RevX to target both paying and non-paying players who installed the game but had not played for the past three days (i.e., 3-day lapsed users). The campaign targets players across 50+ geographies globally, including Tier 1 and Tier 2 markets.

Audience segmentation & targeting:



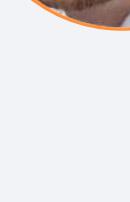
Players were segmented based on their in-game purchase behaviour before lapsing. This included paying players who made in-game purchases, non-paying players who generated revenue through in-app advertising, and non-paying players who used in-game currency without making purchases or watching ads. Utilizing advanced data science models for this data-driven segmentation significantly enhanced cost efficiency by optimizing targeted engagement strategies for each audience segment.

Tiered targeting & campaign strategy:



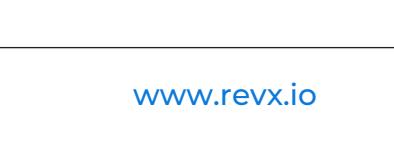
A total of 50+ target geographies were segmented into Tier 1 and Tier 2 based on geo-specific performance metrics, allowing for more efficient ad spending by prioritizing higher investments in stronger-performing regions. Initially, the focus was on Tier 1 geos, including the US, Great Britain, France, Italy, Germany, Spain, and Canada, before expanding to Tier 2 markets like Mexico, Turkey, Argentina, and Poland.

Campaign optimization:



Bid calibration and spend reallocation were implemented to regularly adjust investments toward high-performing audience segments, ad placements, formats, and geographies to maximize ROAS. Whitelisting and blacklisting of ad placements ensured quality by applying filters and vertical-specific placements to prevent exposure to low-quality inventory, particularly among non-payer segments.

Campaign Creatives



Results

The retargeting campaign for Big Huge Games delivered impressive results, reaching 340,000 players globally and engaging over 50,000. From March to August 2024, the game experienced a 5.4X increase in re-attribution, a 58% decrease in cost per re-attribution, and a 7X increase in ad click-through rates. The campaign achieved an average D30 ROAS of 117%.

The results highlight the campaign's effectiveness in driving both engagement and revenue.

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average D30 ROAS

**58%**

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