

# Smadex's Mobile UA and CTV Campaigns Drive Success for Papaya

## The Opportunity

Papaya is an innovative company that develops games designed to reward skill, strategy, and perseverance. Papaya boasts a highly successful portfolio of skill-based gaming apps, including Solitaire Cash, Bingo Cash, and Bubble Cash.

Having worked with all the leading Mobile UA platforms, Papaya was keen to test Smadex and explore its ability to become another meaningful partner to unlock growth. Smadex's partnership with Papaya started with Mobile UA and has subsequently scaled and expanded to include CTV.



## Strategy

With significant investment in paid User Acquisition, Papaya wanted to push the boundaries and explore other growth opportunities in an already saturated and highly competitive market. In addition to Mobile UA, Papaya was particularly interested in understanding how CTV could be used to boost awareness, conversion, and ultimately revenue for their successful skill-based gaming apps.

- Papaya began running Mobile UA campaigns for Bingo Cash in July 2023. Connected TV campaigns were then activated in four recently launched US states for Bingo Cash with analysis demonstrating CTV boosted overall installs and assisted installs.
- Proving incrementality allowed us to establish a solid foundation for UA through CTV, thus enabling the simultaneous launch of Mobile UA and CTV campaigns for both Solitaire Cash and Bingo Cash across their top US States.

- Based on positive results, looking at ROAS data over longer cohorts, Papaya transitioned to "always-on" campaigns for both Mobile UA and CTV.
- Scale for both Mobile UA and CTV grew 3x in Q4 2023 with Papaya and Smadex now engaged in discussions of how to grow our partnership in 2024.
- As part of the growth plan, Papaya and Smadex are adopting a regular cadence to monitor and assess incrementality of CTV as it evolves to become a significant new marketing channel.



## Results

By partnering with Smadex, Papaya has been able to maximize both upper-funnel awareness and lower-funnel conversions for their titles by combining and tracking the performance of Mobile UA and CTV campaigns.

- **Substantial UA Growth:** Papaya **experienced an increase in installs** following the launch of CTV campaigns, which lead to a stronger partnership with Smadex.
- **Significant Scale:** Due to the success of the Solitaire Cash CTV campaign, budgets were increased by **30% MoM**.
- **Expansion:** Due to the **increased scale and performance**, Papaya expanded its UA for CTV efforts with the introduction of a third title (Bubble Cash).



"Smadex's expertise and transparent approach to Mobile UA and CTV has helped us to successfully unlock a new growth channel. In just a few months, our partnership with Smadex has yielded exceptional outcomes, enhancing both upper-funnel awareness conversions for Solitaire Cash, Bingo Cash and Bubble Cash. Whilst we analyze and monitor many metrics, ROAS is our North Star and we have been able to scale with Smadex based on results'."



- Dan Hayoun - Performance Group Manager at Papaya



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