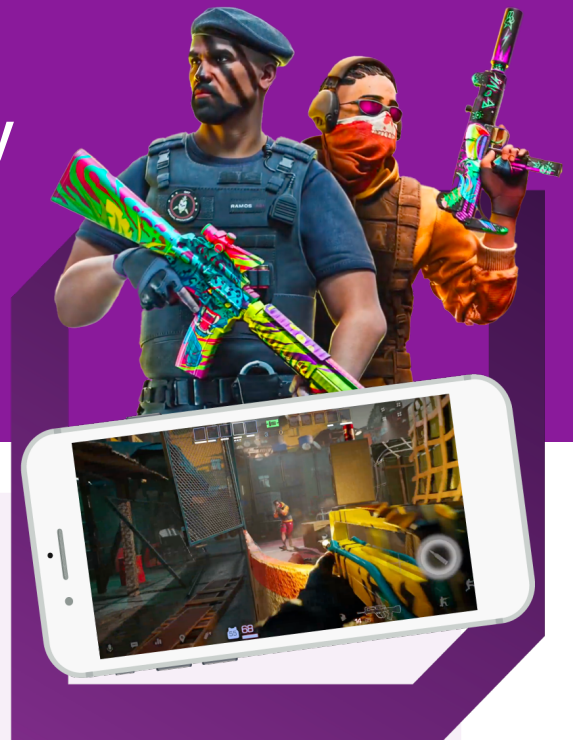


# Axlebolt & Smadex: How a Multi-faceted Strategy Delivered 3x ROAS D7 for Android User Acquisition



## Results

In just one quarter, the combination of Smadex's data-driven user acquisition strategy and Axlebolt's high-performing creatives delivered outstanding results:

- 36% IPM lift
- 43% CPPU D1 improvement
- 3x ROAS D7 delivered

## The Opportunity

Based in Cyprus, Axlebolt is a leading mobile game studio with a strong track record in the competitive first-person shooter (FPS) genre. The studio is best known for Standoff 2, a globally successful free-to-play, team-based shooter that has surpassed 300 million downloads.

Building on successful iOS campaigns with Smadex, Axlebolt aimed to broaden its user acquisition strategy in the Android market and acquire new high-quality users across Europe and Asia. Their objective was to test new partners capable of delivering performance beyond traditional markets.

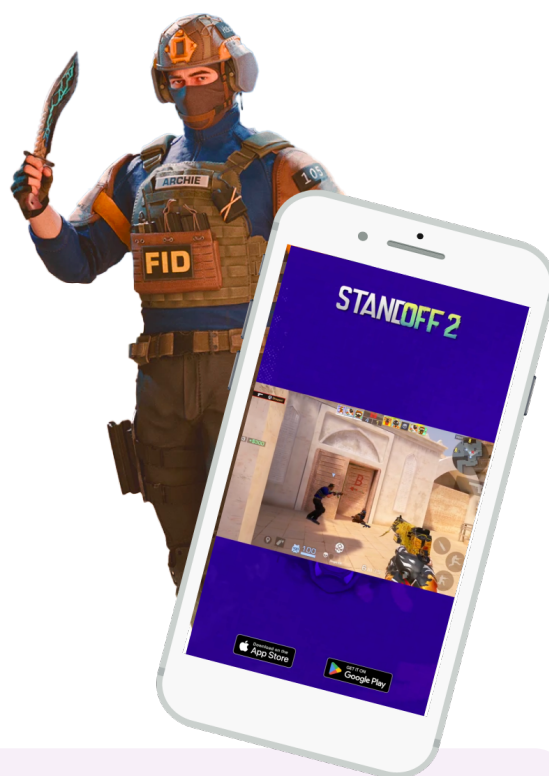
Smadex presented a valuable opportunity due to its established access to relevant traffic in Axlebolt's target countries and its proven track record. Smadex's data-driven testing capabilities were a strong complement to Axlebolt's creative production, positioning Smadex as a reliable partner for this strategic channel expansion.

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# The Strategy

Smadex implemented a multi-faceted strategy to optimize user acquisition efforts:

- **Advanced Algorithms:** Leveraging Smadex's Supergaming algorithm to dynamically optimize campaign performance towards key acquisition goals.
- **Creative Optimization:** With a focus on playables, Smadex's algorithm identified and amplified top-performing creative combinations, capitalizing on Axlebolt's high-quality assets.
- **Data-Driven Audience Targeting:** Employing continuous testing and analyzing traffic sources and audience segments, including user lookalikes based on app affinities, IP pools, and IP clickers, to ensure efficient reach and engagement with the most relevant users.



Smadex's data-driven audience targeting and continuous testing have been instrumental in efficiently acquiring valuable Android users for Standoff 2. Their ability to identify and amplify top-performing creatives, coupled with their access to relevant traffic, has made them a reliable partner in our strategic channel expansion. The 3x ROAS D7 speaks for itself."

**Lev Kuzmin - UA manager at Axlebolt**

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Axlebolt's strategic Android test with Smadex delivered impressive results. By combining Smadex's targeted reach and smart optimization with Axlebolt's engaging creatives, the partnership significantly scaled user acquisition and successfully reached valuable new players in Europe and Asia.