smadex

Tailormade UA Strategy Drives 120% D7 ROAS Increase for Leading Social Casino Games App

Results

By strategically shifting budgets to high-performing geos, combined with the implementation of an algorithm trained exclusively with social casino app to target the right audience precisely, the campaign consistently achieved its goals:

- **120%** ROAS D7 Increase
- **30%** Improvement in Buyer Rate D7
- **60%** IPM Lift
- **20%** Decrease in CPI

Navigating Privacy and Unlocking New Regions

A leading developer of social casino games faced a unique challenge: expanding their worldwide reach by acquiring highly valuable players while adhering to strict privacy policies that limit data sharing.

They needed to work with a flexible, proactive partner who was open to new approaches and unafraid of venturing into uncharted territory. Smadex checked all the boxes and implemented a strategy that has overcome all the challenges, delivered remarkable results, and continues to grow.

A Partnership Built on Trust and Innovation

The partnership between both companies is built on stable collaboration, in which both teams constantly work together to find solutions to optimize and scale campaigns effectively.

After launching the campaign in different geos, a moment led to a pivotal decision: test a worldwide approach. This presented a new challenge that the Smadex team accepted with confidence and the support of its partner.

This bold move proved to be the right one.

A Global Strategy with Granular Optimization

The worldwide campaign was launched. It leveraged both in-app and mobile web traffic sources and a mix of full-screen video and other ad formats. Optimizations included:

- The introduction of MPU and native video formats to further diversify the creative mix and reach.
- A data-driven approach to continuously analyze the worst and best-performing countries.
- Strategic budget allocation to the most promising geos to scale efficiently.

The Smadex Team took the campaign one step further by implementing tailor-made optimization strategies:

- **A unique algorithm:** Smadex developed a custom algorithm trained exclusively on user behavior within social casino apps. This allowed the team to create lookalike audiences to effectively target users who had shown interest in the genre