

Case Study



How One LAT Experiment Changed The Way A Gaming Giant Acquires Users

CPI
-51%

ROAS D1
17.8%

ROAS D3
21%

About the client:

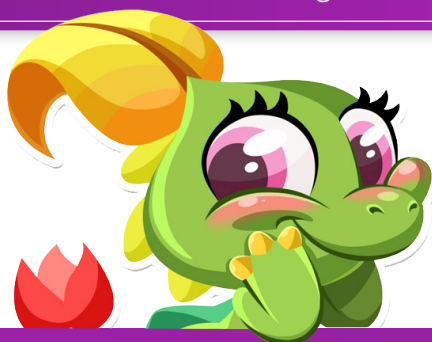
Socialpoint is a world-renowned social game developer and publisher, specialized in mobile gaming. With over 2 million daily users, the company that was born in Barcelona shortly took over the world of mobile gaming over a decade ago.

By October 2020, **Socialpoint** wanted to gain first-hand knowledge on how to get scale for LAT campaigns in preparation for the upcoming iOS 14. They decided to go big and test the waters on their **UA efforts** for their flagship game, **Dragon City**.

The challenge:

On the verge of a new scenario coming post-IDFA, Socialpoint partnered with Smadex to do things differently and explore new bidding options. The experiment was set for a 4 weeks period where Smadex limited all bidding to LAT traffic. The clear goal was to acquire high-value users for Dragon City, with aggressive KPIs in cohort ROAS Day1 and Day3.

Our Mission: To deliver high volume with great ROAS within a limited time frame, buying only LAT in the highly competitive environment of US Gaming for iOS.



Our commitment:

For us at Smadex, this experiment meant to put our data science and iOS14 working framework to the test. And so, show how our **capabilities for contextual targeting** were up to the challenge while:

- Putting our optimization model to the test and efficiently find great value users
- Measuring the effectiveness of Smadex contextual ML algorithms to deliver high ROAS

The strategy:

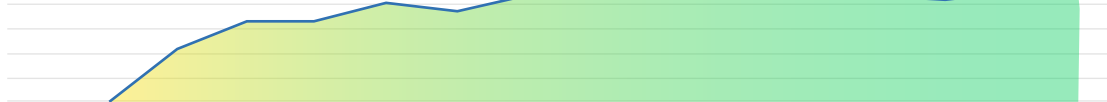
Once the campaign was live, Smadex's algorithms started learning how to best reach the set goals for user acquisition. Through our **optimization model** (Seed, Feed, Grow) apps were tested through our **performance algorithms** before reaching the Grow stage.

By combining our **exploration** and **pacing** algorithms, Smadex's team was able pay the smallest CPM possible at the beginning (precisely to be efficient at the exploration stage), and relying on our machine learning to find users to whom we're willing to pay premium CPMs.

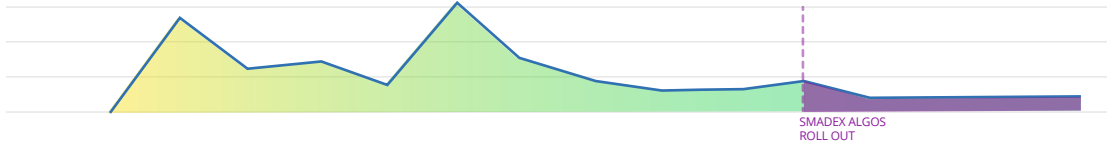
A breakthrough moment came 11 days into the campaign when Smadex deployed custom algorithms specifically designed and trained for Dragon City to scale the campaign with aggressive settings that optimized towards the clients' CPI and ROAS goals. (as seen in the image).

THE BREAKING POINT: SMADEX'S CUSTOM ALGORITHMS DEPLOYED

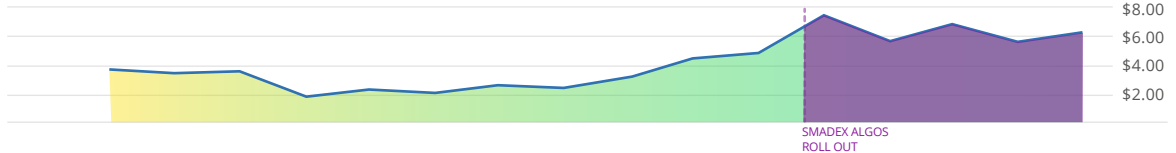
MEDIA SPEND



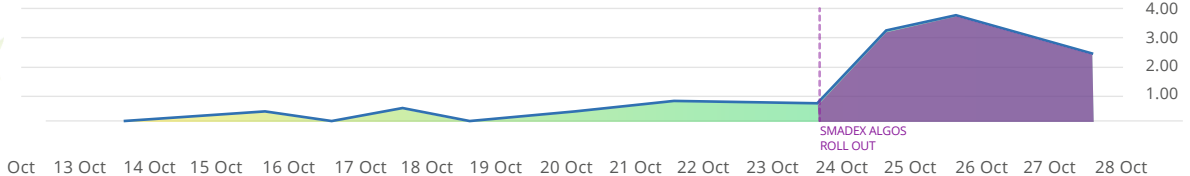
COST PER INSTALL



CPM



IPMs - INSTALLS PER MILLE IMPRESSIONS




SOURCE: ACCOUNT SOCIAL POINT | CAMPAIGN DRAGON CITY

The Result

Smadex was able to achieve great ROAS within the 4 week test period focusing all the strategy on LAT traffic. The deployment of a custom algorithm built specifically for the campaign was crucial for the increase in IPM,

being able to gain very high CPMs, maintaining lower CPI, and delivering high volume and great ROAS within the limited time frame.

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