

# JOOM X ADIKTEEV

How Joom Scaled Retargeting 4x While Exceeding ROAS Targets

## RESULTS

### CAMPAIGN SCALE

4x

CAMPAIGN GROWTH

### PERFORMANCE GAINS

+60%

ABOVE KPI

Joom, a leading global e-commerce platform, scaled retargeting campaigns 4x across 29 countries while surpassing aggressive ROAS goals. By partnering with Adikteev, the brand transitioned to dynamic segmentation and continuous creative optimization, turning legacy users into a major growth lever.



## GOALS:

Scale retargeting efforts across global markets.

Improve campaign efficiency with dynamic segmentation.

Increase engagement from legacy users and new installers.

## KEY TAKEAWAYS FOR E-COMMERCE BRANDS

### Retargeting Drives Growth

A scalable, cost-efficient alternative in a competitive UA environment.

### Dynamic Segmentation Wins

Real-time targeting boosts engagement and performance.

### Creative Iteration is Key

Testing based on user behavior prevents fatigue and sharpens effectiveness.

### Collaboration Matters

Agile, transparent partnerships accelerate growth and scalability.

## CLIENT TESTIMONIAL

Adikteev's strategic approach to retargeting let us expand our campaigns across multiple countries without compromising on performance. Their expertise in audience segmentation and continuous optimization has been **THE REASON** we've achieved our growth objectives again and again.

Dmitry Pantelev - Head of Digital Marketing @ Joom

### ABOUT JOOM



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