

HOW PRODUCT MADNESS SCALED PERFORMANCE WITH SHORTER INACTIVITY WINDOWS

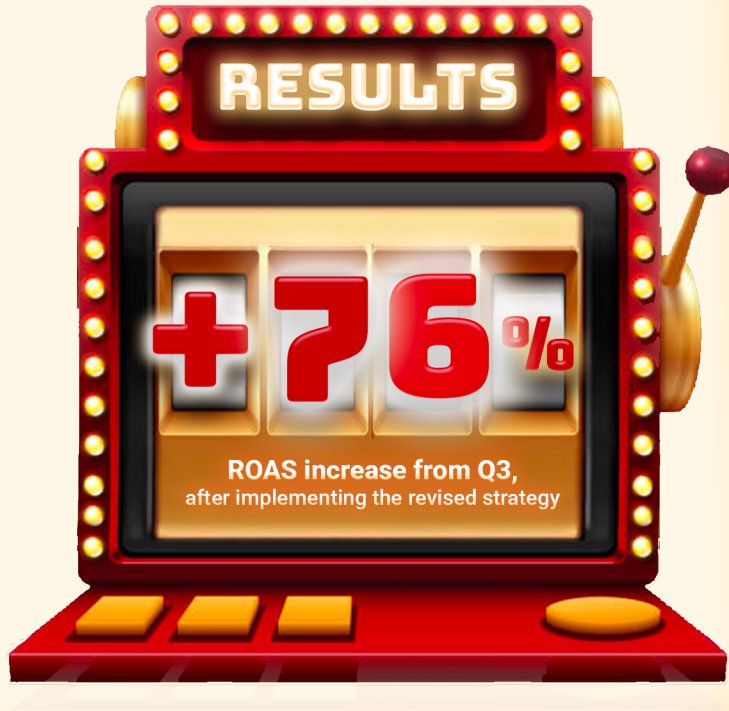
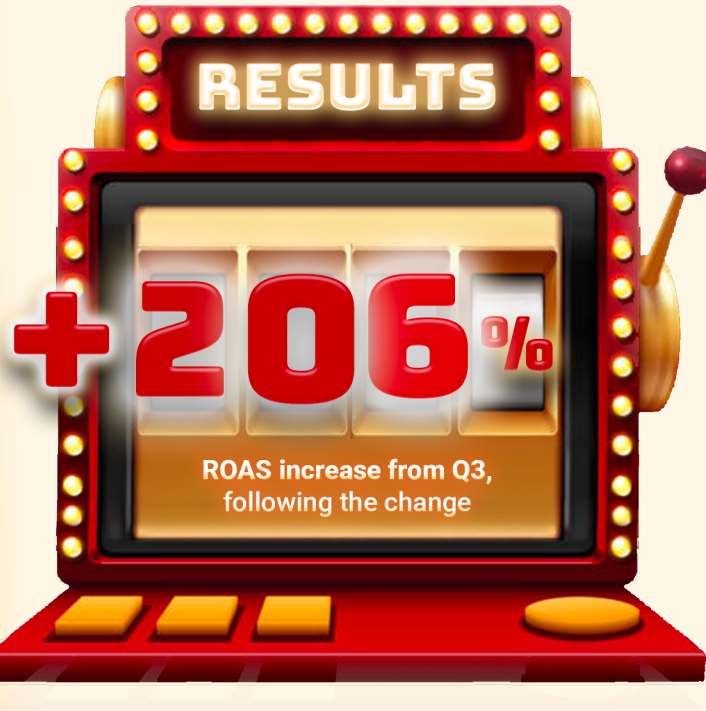
Leading social casino-style apps from Product Madness partnered with Adikteev to enhance their player engagement strategies. By exploring more timely communication—analyzing a 3-day window for reconnecting with players versus a traditional 21-day period—these apps fostered positive player re-engagement and increased participation. This demonstrated that relevant and timely outreach can enrich the player experience, aligning with our commitment to maintaining a fun and responsible gaming community.

At the core of this success was Adikteev's collaborative approach. We worked closely with Product Madness to align on goals, define test parameters, and provide hands-on strategic support. Our iterative, data-driven methodology helped uncover a more efficient retargeting cadence that delivered both short- and long-term impact.

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RESULTS

A shortened communication window became the turning point. The 3-day cadence proved significantly more effective than the 21-day norm:



GOALS AND KEY METRICS



GOALS

Evaluate the incremental impact of **shortening the communication window**

Drive scale while maintaining or exceeding efficiency benchmarks

Invite inactive users back to experience new game content and events

KPIS

Increase ROAS

Demonstrate clear incremental uplift

PLATFORM STRATEGY

Focus Area: Reduced Inactivity Window

The shortened communication window unlocked new re-engagement opportunities that longer delays were missing. With spend held steady, the Q4 surge made clear: **timing, not budget, was the unlock**. The client has since adopted the 3-day window as their new default.

CLIENT TESTIMONIAL

Working with Adikteev really changed the way we think about retargeting. Their collaborative, data-driven approach helped us question a lot of assumptions we didn't even realize we were making—and it's made a real difference in our results.

Paula Rodrigo & Gamze Çakilci
UA managers @ Product Madness

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