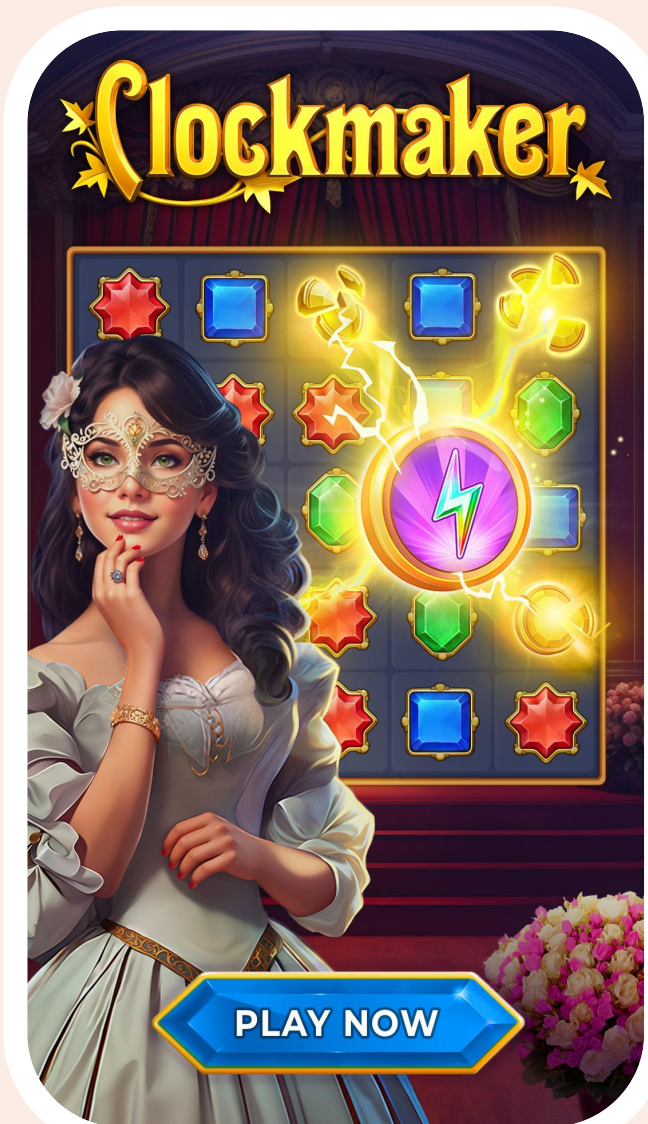


BELKA GAMES X ADIKTEEV

How to scale retargeting while exceeding ROAS targets

"Adikteev's retargeting strategy helped us scale efficiently without sacrificing performance. With iOS 360, we expanded our reach significantly while improving return on ad spend. Their expertise in segmentation and optimization has been instrumental in making retargeting a core part of our growth strategy."

ALEKSEI KRIZHANOVSKII,
UA Producer @ Belka Games



RESULTS

3x Campaign Scale

Increased campaign reach threefold while maintaining performance

ROAS Growth

Started at ROAS D7 of 10%, now achieving 30%

iOS 360° Success

Enabled both performance and scalability, driving higher ROAS as the campaign scaled

KEY TAKEAWAYS FOR GAMING APPS

Expand Reach Without Losing Performance

Leveraging iOS 360 enables increased reach while maintaining strong ROAS

Retargeting Can Scale Profitably

Smart segmentation and campaign adjustments allow for significant growth while still meeting KPIs

Target Dormant Payers for Maximum Value

Targeting users as soon as possible prevents churn and helps achieve good results. However, focusing on users inactive for seven days can ensure optimal reactivation opportunities

STRATEGIC INSIGHTS

Leveraging iOS 360 for Scale and Performance

Belka Games worked with Adikteev to implement a retargeting strategy that prioritized both scale and efficiency. By using iOS 360, the team was able to expand the campaign significantly, tripling its impact while maintaining strong return on ad spend. This increase in addressable users provided a strong foundation for scaling the campaign while maintaining profitability.

Segmentation-Driven Retargeting for Higher ROAS

A precise segmentation strategy was key to the campaign's success. By targeting users inactive for over seven days, the campaign focused on high-potential reactivation opportunities. This approach, combined with continuous optimization, allowed Belka Games to start with a ROAS D7 of 10% and scale up to a 30% return while tripling its budget.

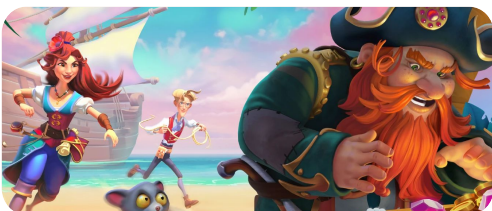
Sustainable Growth Through Continuous Optimization

Unlike short-term bursts, this campaign was designed to run all year with no restrictions. Adikteev continuously refined audience targeting, creative strategy, and campaign optimizations to ensure sustained success. The ability to scale without diminishing returns demonstrated that retargeting can be a long-term growth lever for mobile games.

ABOUT BELKA GAMES

Belka Games is a leading mobile gaming company known for its engaging and high-quality games. With a portfolio of successful titles, Belka Games focuses on delivering captivating experiences that keep players coming back. By partnering with Adikteev, they have enhanced their retargeting strategy, ensuring long-term player retention and growth of revenue from re-engaged users.

DECEMBER 2024 – FEBRUARY 2025



VISIT ADIKTEEV