CASE STUDY

RETARGETING IS A MATCH FOR PUZZLE GAMES

How to beat your KPIs month over month

BLOCK JAM · MAGIC JIGSAW PUZZLES · DOMINO DREAMS · Candy Crush SAGA · CLOCKMAKER · Merge Gardens

ROI: +10% Above Monthly KPI Targets at Scale

KEY TAKEAWAYS FOR GAMING APPS

LEVERAGE USER ATTRIBUTES FOR PERSONALIZATION

Personalizing retargeting campaigns based on **in-app behavior** helps tailor messaging that resonates, improving the likelihood of re-engagement and conversion.

OPTIMIZE DORMANT PLAYER ENGAGEMENT

Dormant players represent untapped potential. Strategic re-engagement can reignite interest, **increasing overall retention** and revenue.

ENHANCE ROI WITH CREATIVE TESTING

Testing multiple ad creatives and formats allows gaming apps to identify **high-performing strategies** that maximize engagement without unnecessary spend.

Adikteev is a key retargeting partner for leading mobile game publishers, consistently delivering strong reactivation performance and efficient spend. Our proactive service, from rapid response times to innovative test proposals, is central to the success of our partnerships."

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