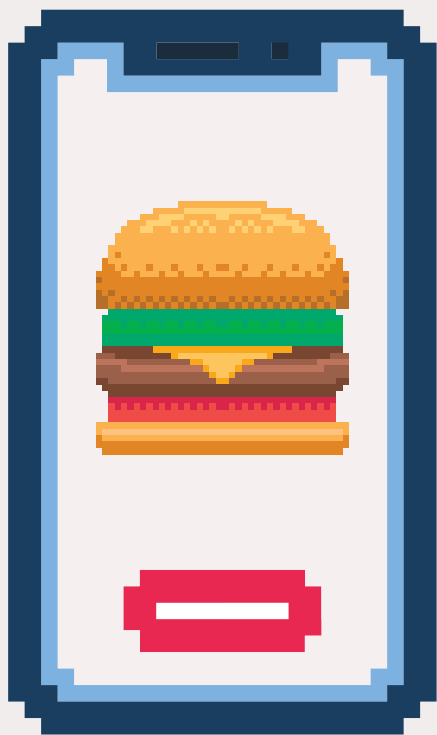**CASE STUDY**

QSR SUCCESS
with Retargeting on iOS

Leading QSR apps have partnered with us to enhance their retargeting strategies and drive significant in-app revenue. By targeting lapsed users and optimizing campaigns for iOS, our data-driven approach has consistently exceeded expectations, delivering substantial business impact across the industry

GOALS

RE-ENGAGEMENT OF LAPSED PURCHASERS:

Key segments:
- 14-day lapsed payers
- 90-day lapsed payers

RE-ENGAGEMENT OF NON PAYERS:

Key segments:
- Installed, no first order

METRICS

COST-PER-NEW ORDER (CPA) GOALS:

- Target CPA sub **$12.00**

COST-PER-REPEAT ORDER (CPA) GOALS:

- Target CPA sub **$4.00**

RESULTS

01.
iOS PERFORMANCE

Achieve on average repeat CPAs below $0.90, far surpassing the **$4.00** targets

02.
IN-APP REVENUE

Generated over 200% ROAS per month significantly exceeding revenue expectations

PLATFORM STRATEGY

iOS FOCUS:

With iOS users typically proving more profitable, campaigns optimize to prioritize this platform

TARGET AUDIENCE:

- **Lapsed Users:** Re-engaged Drive repeat purchases
- **New Users:** Retargeting new installers to increase first orders
- **Loyalty:** Users, new and repeat not yet subscribers to loyalty programs

STRATEGIC INSIGHTS

CREATIVE EXPERIMENTATION:

The QSR category is ready for innovation. We recommend testing more interactive creatives to enhance user engagement

EXPERIMENT WITH iOS:

QSR apps have some of the highest opt-in rates outside of non-gaming apps (Singular Q4 Study)

FUTURE TARGETING OPPORTUNITIES:

Expand the campaign to include new installers could help convert more users into first-time payers

CLIENT TESTIMONIAL

> " This campaign has exceeded all of our expectations. Adikteev's strategies and optimizations have driven incredible results, helping us achieve record-breaking in-app revenue. "

Kelly McGee
Director of Digital Marketing at Jersey Mike's