TECH TREE GAMES

RESULTS

30%
ROAS D3

CPI AS LOW AS
$4

CPM
$5

"Adikteev's CTV performance blew past our expectations. Their approach—especially the predictive buying logic refined through retargeting—helped us reach new, high-quality users more effectively than any prior CTV partner."
Colin Tong, Sr. Growth Marketing Manager, Tech Tree Games

OBJECTIVE

The team had experimented with CTV before, but past campaigns felt more like branding exercises than performance plays. This time, they wanted something different. They needed a partner who could deliver measurable results, not just impressions. Specifically, they were looking to:

- Drive high-quality app installs at an efficient CPI
- Improve downstream metrics like retention and ROAS
- Find a CTV partner that could outperform their existing UA mix

That's when they turned to Adikteev.
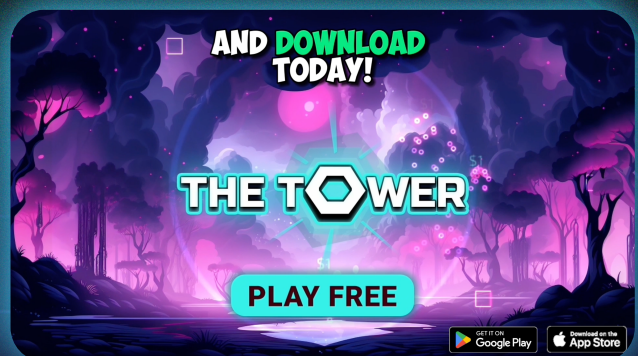
Tech Tree Games is the studio behind The Tower – Idle Tower Defense, a popular mobile title combining tower defense mechanics with idle game simplicity. With a growing user base and a strong product-market fit, the team was looking for new ways to scale growth and reach gamers who love a strategic challenge without constant micromanagement.