

## App Retargeting Case Study

### 1 THE BACKGROUND



- Slot Mate is one of the top slot titles of PLAYLINKS
- Category: Social Casino / Slots
- Market: Tier-1
- Monetization: In-App Purchases
- Mature user base with stable UA inflow
- App Install Base: 1 M+

### 2 THE PAINPOINTS



WE WANT TO SOLVE...

Revenue growth from the existing user base had plateaued, with limited organic reactivation to drive further expansion.

### 3 THE GOAL



Drive measurable revenue uplift

Re-engage churned users to restore engagement frequency and in-app activity.

We conducted a controlled A/B test on users inactive for 7-30 days, splitting them into a non-exposed control group and a retargeted target group to measure incremental revenue and engagement uplift versus organic return.

### 4 THE METHODOLOGY



#### THE STRATEGY



##### 5.1 User Segmentation

GALAXY X segmented players based on their value tier (using hybrid scoring model) & recency layers (players' inactivity stage).

The user groups were targeted with corresponding creatives and CTAs to push them to engage more sessions.

##### 5.2 Creatives Alignment & Real-time Bidding

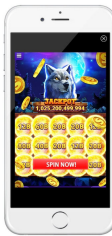
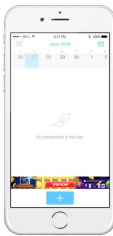
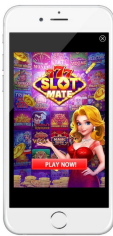
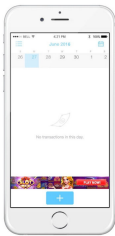
Display banners were delivered across GALAXY X's partner networks of 200,000 apps.

Our customized model optimizes bids for high-value players to achieve the best possible price.

##### 5.3 Continuous Monitoring

Integrated with Slot Mate's measurement partner. We continuously tuning models and adjusting budget allocation for better performance.

GALAXY X supported Slot Mate with the design of ad banner.



### THE RESULTS



**+20%**

Uplift in Re-engagement of Target Group



**+18%**

Uplift in Sessions Completed of Target Group



**+25%**

Uplift in Revenues of Target Group

Want to learn more about growth for your apps? Contact Us!



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