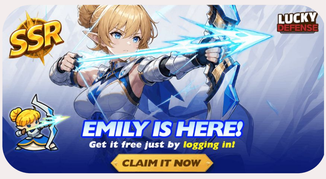
HOW WE HELPED 111PERCENT BEAT ITS D7 ROAS GOAL BY 108% ON IOS AND ANDROID

"Working with Adikteev has helped us re-engage existing users across iOS and Android and expand our retargeting activity into international markets. Both platforms exceeded our D7 ROAS target, and we continue to use campaign data to guide our always-on activity and investment around key seasonal moments."

KYUYOUNG KIM,
UA Marketer, 111Percent

BACKGROUND

111Percent is a Korean mobile game developer behind the random defense game Lucky Defense. The studio generates revenue primarily through in-app purchases (IAP). It runs always-on retargeting in Korea and Western markets, scaling up investment around key moments such as anniversary promotions and major updates.



OBJECTIVE

111Percent set out two goals for this campaign:

- Re-engage existing users on iOS and Android while hitting a 50% D7 ROAS target
- Expand retargeting beyond Korea and Western markets into Taiwan



CAMPAIGN STRATEGY

360° iOS retargeting is Adikteev's approach to reaching iOS users, combining deterministic (IDFA-based) and non-deterministic targeting.

1. More iOS touchpoints with 360° iOS retargeting

111Percent used Adikteev's 360° iOS retargeting to re-engage existing users despite limited data availability on iOS. Combining IDFA-based targeting with non-deterministic matching opened up more opportunities to reconnect with its players.

2. From Korea and Western markets to Taiwan

Building on its campaign experience in Korea and Western markets, 111Percent extended retargeting to Taiwan. This broadened its reach and added international campaign revenue.

3. Always-on campaigns with seasonal boosts

Always-on retargeting kept users engaged throughout the year, while investment increased around anniversary promotions and major updates. This let 111Percent match campaign activity to its objectives at each point in the year.

RESULT

METRIC	RESULT
IOS D7 ROAS	103% above target
ANDROID D7 ROAS	112% above target
OVERALL D7 ROAS	108% above target
INTERNATIONAL REVENUE CONTRIBUTION	32% of total D7 in-app revenue from Western and Taiwan campaigns

Period: January 26 to September 13, 2026. Target KPI: 50% D7 ROAS. Includes weekly cohorts with a complete D7 observation window; aggregate ROAS is total in-app revenue divided by total ad spend.

TAKEAWAY

111Percent's results came from widening touchpoints with existing users despite limited data on iOS, and scaling a proven approach step by step. Pairing IDFA-based targeting with non-deterministic matching broadened its iOS retargeting, and its experience in Korea and Western markets carried over into Taiwan. Both iOS and Android delivered more than double the D7 ROAS target.

For IAP-driven casual games, the lesson is to pair IDFA-based targeting with non-deterministic matching on iOS, and to build on always-on retargeting while concentrating investment around major updates and events.

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