adikteev
RETAIN TO REIGN

DEVSISTERS

# HOW ADJUSTED ROAS VALIDATED THE NEED FOR A SHORTER INACTIVITY WINDOW

## BACKGROUND

Devsisters, a leading mobile gaming studio, was operating with a 14-day inactivity window, far longer than the industry norm of around 7 days. This delay before retargeting limited their eligible audience, reduced user quality, and weakened both ROI and incremental performance. The team needed a data-backed way to understand whether targeting users earlier would improve results without cannibalizing organic returns.

To evaluate this, **we relied on comeback analysis** to understand natural behavior, **and aROAS (adjusted ROAS)**, to assess how KPIs should adjust when natural return rates are high.

## THE OBJECTIVE

Our aim was to determine whether Devsisters could safely shorten its inactivity window and improve overall performance. We set out to:

1. Measure **how often inactive users return naturally** without retargeting
2. **Use aROAS to validate the value** of earlier targeting
3. **Increase audience scale and uplift** by optimizing the inactivity window

## STRATEGY

The strategy focused on proving, with data, that Devsisters could safely shorten the inactivity window without cannibalizing organic returns.

### Comeback Analysis

We measured natural return behavior and found that after **4 days** of inactivity, over **95% of users** no longer return on their own. This showed that the 14-day inactivity window was far too long and could safely be **shortened to 4 days** without cannibalizing organic traffic.

### Adjusted ROAS Validation

To assess whether the window could be reduced further, we used aROAS. At a **1-day inactivity window**, roughly **50% of users still return** naturally **within 1–3 days.** Earlier targeting remains viable as long as KPIs are raised by about 50% to account for this organic return rate.

### Optimised IW Recommendation:

By combining comeback analysis with aROAS insights, we confirmed that Devsisters could confidently shift from a **14-day window to 7 days or less,**, expanding reach much earlier in the user journey while preserving true incremental value.

## RESULTS

| TARGET | RESULT |
| --- | --- |
| AUDIENCE SCALE | 10x MORE REACHABLE USERS |

*Shortening the inactivity window gave us access to a significantly larger, more responsive audience while meeting performance goals efficiently.*

**After 8+ years** and **200+ incrementality tests**, Adikteev has developed a deep understanding of organic return behavior. **aROAS** (adjusted ROAS) applies these learnings to evaluate real incremental performance.

## KEY TAKEAWAY

These results highlight how aROAS and comeback analysis work together to determine the right inactivity window. **Comeback analysis** reveals when inactive users truly stop returning on their own, helping each app identify its ideal IW instead of relying on broad lifetime settings. **Adjusted ROAS** then helps set the right KPI level when some users return on their own without retargeting.

Using these insights, Devsisters expanded reach, met ROAS goals, and improved overall performance with confidence.

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