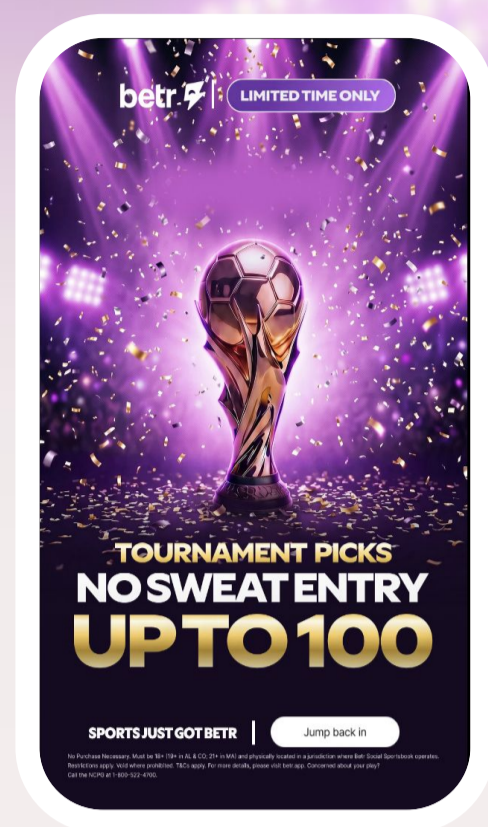


HOW WE OUTPERFORMED BETR'S DEPOSIT CPA GOAL BY 42% ACROSS IOS AND ANDROID

“ Adikteev has played a strategic role in our funnel, efficiently converting our RNDs (registered non-depositors) into FTDs at a lower cost than our other channels ”

VISHAL KORLIPARA,
Head of Acquisition @BETR



BACKGROUND

Betr is a real money gaming app that monetises when users make their first deposit. As one of the newer entrants in a space dominated by well-established names, Betr is working to **grow its market share by turning first-time depositors into consistent, year-round repeat depositors**. The app is still early in its engagement journey, with clear room to grow, and this campaign set out to deepen that engagement across both iOS and Android.

OBJECTIVE

Running campaigns across both iOS and Android, the campaign had two CPA goals:

- Lower the cost of driving with a first-time deposit
- Lower the cost of driving repeat deposits, both measured at D7

CAMPAIGN STRATEGY

Rather than chasing deposits with one blended approach, **the campaign ran two separate optimisation tracks, each pointed at a specific audience and deposit action**.

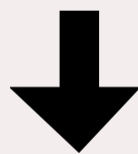
- The first track targeted installed users who had not yet deposited and optimised toward that initial deposit.
- The second targeted users who had already deposited and optimized for their next one.

Both ran continuously across iOS and Android, with each track optimised against its own CPA goal so the two never competed for the same budget.

RESULTS

The campaign beat every CPA target on both platforms, even during a slower sports season

FIRST DEPOSIT CPA (d7)	RESULT
iOS	53% MORE EFFICIENT
Android	37% MORE EFFICIENT



REPEAT DEPOSIT CPA (d7)	RESULT
iOS	49% MORE EFFICIENT
Android	13% MORE EFFICIENT

TAKEAWAY

For real money gaming apps, especially newer entrants **competing against established names, growth runs through deposit behaviour: converting installs into first-time depositors, then first-time depositors into repeat ones**. This campaign showed that optimising CPA separately for each of those actions can beat targets by a wide margin on both platforms, even in a slower season.

In a category where value is built on repeat deposits, keeping acquisition costs well below target on both first and repeat deposits is what makes profitable scaling possible.

