

## HOW ADIKTEEV HELPED BINGO BLITZ EXCEED ITS D7 ROI TARGET BY +11.5%

“With Adikteev, CTV became a measurable growth channel for Bingo Blitz, helping us reach new high-intent players and outperform our D7 ROI target”

### USER ACQUISITION MANAGER

Gal Barkan @ Playtika



## BACKGROUND

Bingo Blitz by Playtika is one of the world’s most recognisable free-to-play social bingo games, combining fast-paced bingo gameplay, live events, collectable rewards, and a highly social player experience.

As the mobile UA landscape becomes more competitive, Playtika wanted to explore CTV as a performance channel to reach net-new users beyond traditional mobile inventory. The goal was to acquire high-quality users likely to engage and monetise early.

Adikteev brought a mobile-first CTV approach built for app growth, with strong experience across gaming apps, premium CTV inventory, and large-scale gaming audience signals.

## OBJECTIVE

The objective was to scale high-quality user acquisition on CTV while driving strong early ROI. The campaign set out to:

- Achieve strong ROI within the first 7 days
- Reach net-new, high-intent users across premium CTV inventory
- Drive stronger post-install engagement and monetisation

## RESULTS

**ROI D7: +11.5% ABOVE TARGET**

## CAMPAIGN STRATEGY

Adikteev built a CTV UA strategy focused on reaching high-intent gaming audiences and optimising toward post-install value. The campaign targeted card game players using Adikteev’s active card player profiles, then expanded reach through lookalike models built from historical bidstream data.

Campaigns were continuously optimised using Adikteev’s AI-powered bidding and predictive conversion rate engine, prioritising users most likely to install, engage, and purchase. Combined with premium CTV inventory and 15-, 30-, and 60-second non-skippable creatives, this enabled Bingo Blitz to use CTV as a measurable acquisition channel, not just an awareness play.

## TAKEAWAY

For casual gaming apps like Bingo Blitz, CTV can become a scalable UA channel when campaigns are built around audience relevance, premium inventory, and post-install value. By reaching high-intent card game players and optimising toward installs, engagement, and purchase potential, Bingo Blitz was able to expand beyond traditional mobile UA while exceeding its early ROI target.

## OUR MMP PARTNERS

Airbridge   AppsFlyer   adjust   KOCHAVA★   singular

