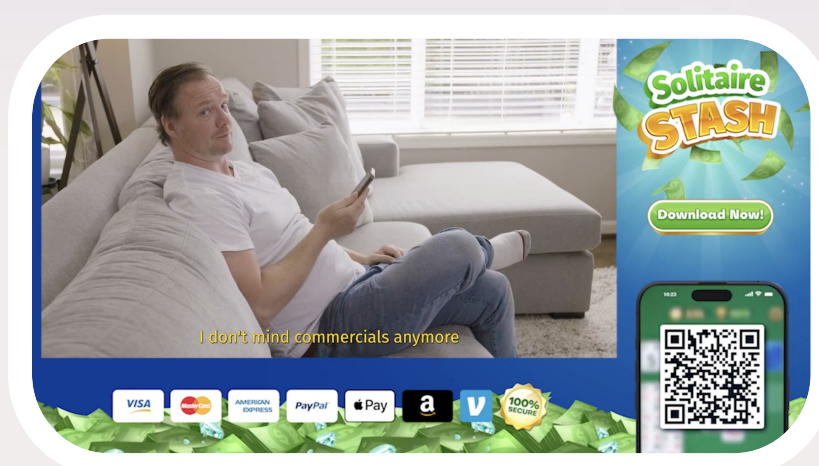


# HOW ADIKTEEV HELPED GAME STORY SCALE CTV UA BY 2.5X

“Our partnership with Adikteev helped us grow Solitaire Stash through CTV with confidence, delivering quality users and strong performance while supporting our broader UA goals.”

**NIR REGEV**, UA Manager  
@Game story



## BACKGROUND

Solitaire Stash by Game Story is a casual, skill-based gaming app where players compete in tournaments, win real money, and progress through increasingly challenging levels.

As competition across traditional mobile UA channels continued to rise, Game Story wanted to diversify its acquisition mix and test CTV as a performance channel. The goal was to reach larger audiences on premium screens while maintaining strong efficiency, retention, and early monetisation.

Adikteev brought a mobile-first CTV approach built for app growth, combining premium streaming inventory, household-level targeting, and deep learning models trained on billions of mobile data points.

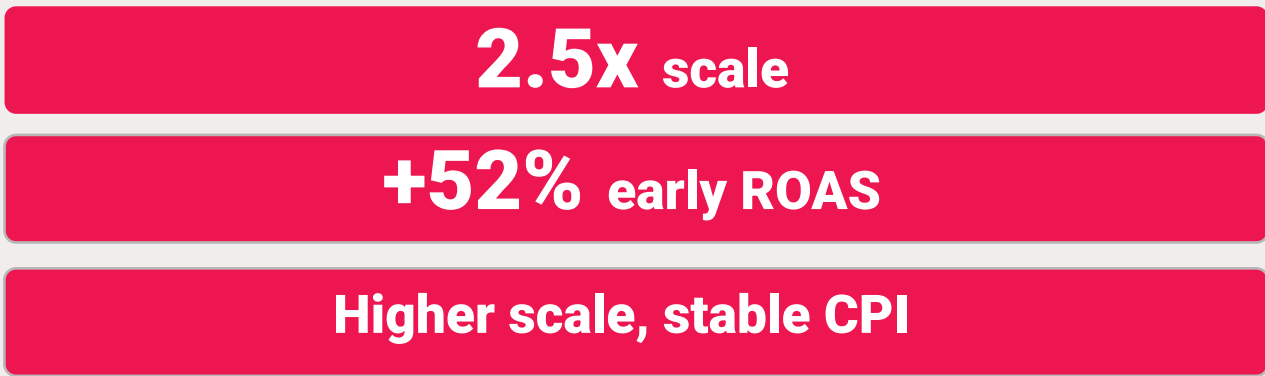
## THE OBJECTIVE

The objective was to scale user acquisition through CTV while maintaining strong ROAS and CPI performance.

The campaign set out to:

- Reach large audiences on premium screens across the U.S.
- Drive strong ROAS and CPI performance
- Maintain healthy retention rates among newly acquired users

## RESULTS



## CAMPAIGN STRATEGY

To scale UA for Solitaire Stash, Adikteev ran a targeted CTV campaign reaching high-intent real-money Solitaire players on premium streaming inventory. Deep learning models trained on billions of mobile data points helped identify qualified audiences at the household level, while lookalike models built from Adikteev’s real-money gaming bidstream data expanded reach without maintaining audience relevance.

The campaign used a full-funnel, cross-device setup with MMP integration and a 24-hour attribution window to connect CTV exposure to mobile installs. Budgets were scaled progressively based on performance signals, with continuous bid and audience adjustments to grow volume while managing CPI. Premium publishers such as FOX NOW emerged as key drivers of high-quality installs.

## TAKEAWAY

For real-money and skill-based gaming apps like Solitaire Stash, CTV can become a scalable UA channel when built around audience quality, controlled scaling, and cross-device measurement. By reaching high-intent players on premium screens and optimising toward ROAS, CPI, and retention, Game Story was able to expand CTV investment while maintaining performance at scale.



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