

HOW WE HELPED GOODVILLE BEAT ITS ROAS TARGETS BY UP TO 23% ON CONNECTED TV

“With Adikteev, CTV became an incremental acquisition channel that reached new high-value households while staying above our ROAS goals.”

STANISLAV KOLOTILOV,
Head of Marketing, Goodville



BACKGROUND

Goodville is a hybrid casual game with a broad audience, combining farming simulation with wellness and self-care mechanics. After strong performance across traditional user acquisition channels, the team looked to Connected TV (CTV) as a new, incremental acquisition channel.

OBJECTIVE

The goal was to test CTV as an incremental acquisition channel: reaching high-value households, complementing existing mobile UA, and building brand awareness, all while hitting ROAS targets.



RESULT

METRIC	RESULT
D7 ROAS	23% ABOVE TARGET
D30 ROAS	19% ABOVE TARGET
Campaign scale	+50% SINCE LAUNCH

CAMPAIGN STRATEGY

- Performance-first, category-relevant audiences:**
Rather than optimising for reach, the campaign prioritised the audience models generating the strongest D7 and D30 ROAS, using a mix of audiences built around Goodville's core gaming category and its farming-simulation mechanics to concentrate on the users most likely to install and stay.
- Progressive, performance-gated scaling:**
Investment was increased step by step, but only once performance had stabilised above both the D7 and D30 ROAS targets, protecting efficiency as volume grew.
- Incremental reach beyond mobile:**
CTV was used to reach high-value households outside traditional mobile channels and drive genuinely incremental installs.

TAKEAWAY

CTV proved to be more than a branding play. Treated as a performance channel, with continuous creative testing and audience optimisation, it delivered above-target ROAS while scaling. The wider lesson for hybrid casual and simulation games is that CTV works as an upper-funnel acquisition channel that complements mobile UA rather than replacing it, reaching high-value new audiences while still hitting performance targets.

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