

INFLUENCE MOBILE X ADIKTEEV

Generating ROAS while keeping incrementality in check

CONSISTENT INCREMENTAL LIFT

230%

AVERAGE ROAS ACROSS
ALL CAMPAIGNS

78%

GROWTH IN TRANSACTION
NUMBERS (Q3 VS. Q1)

150%

GROWTH IN IN-APP
REVENUE (Q3 VS. Q1)

“Working with Adikteev has been a game-changer for us. They genuinely dedicate time to understanding our goals, and their team’s intelligent, data-driven approach has enabled us to grow while maintaining performance. Seeing our incrementality stay above 90% as revenue continues to increase? It’s clear they’re not just a vendor, they’re a true partner.”

KENDRA CARRIE,
Director of Marketing, @ Influence Mobile



KEY TAKEAWAYS FOR REWARDS APPS

High Incrementality, High Value

Campaign uplift remained above 90%, driving truly incremental revenue rather than cannibalizing organic or paid channels

Strategic Scaling for Longevity

Budgets and reach were scaled gradually, prioritizing stability and sustained growth over short-term spikes.

Data-Driven Optimization

Quarterly business reviews (QBRs), KPI trends, and real-time performance data informed ongoing refinements to maximize results.

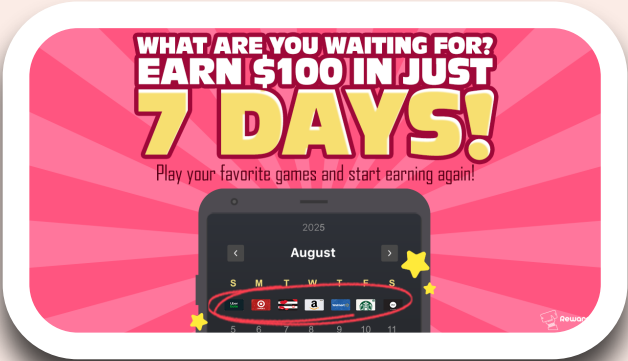
Revenue Growth with Retention

Campaigns generated substantial in-app revenue with 78% growth in transaction numbers in Q3 compared to Q1 and 150% growth in in-app revenue in Q3 compared to Q1.

ABOUT INFLUENCE MOBILE

Influence Mobile is a mobile rewards and engagement company that connects brands and app developers with high-value users. Its proprietary ENGAGE platform drives app installs, in-app actions, and long-term retention by rewarding users for completing meaningful milestones.

Rewarded Play is Influence Mobile’s flagship consumer app that lets users earn points for playing and discovering new mobile games. Those points can be redeemed for gift cards from major retailers like Amazon, Walmart, and Target, creating a fun, loyalty-driven way to engage with mobile content.



VISIT ADIKTEEV