

HOW WE GREW RUSH ROYALE'S D7 ROAS BY 140% ON IOS WITH IOS 360

"iOS 360 opened up an audience we simply couldn't reach before, and our reattributions and revenue grew right alongside it."

ALENA BRATUKHINA,
User Acquisition Team Lead @MY.GAMES



BACKGROUND

Rush Royale is a popular tower defence strategy game from MY.GAMES, with a highly engaged, in-app-purchase-driven player base on iOS. For such apps, re-engaging lapsed players is central to sustaining revenue and growth. In 2025, the campaign was working with a limited addressable audience on iOS, which capped how many lapsed players could be retargeted and held back the campaign's overall impact.

OBJECTIVE

With the launch of iOS 360 in January 2026, the goal was to turn a volume-constrained campaign into a scalable growth engine on iOS. It set out to:

- Expand the addressable retargeting audience on iOS
- Drive more reattributions while maintaining strong D7 ROAS
- Grow in-app purchase revenue sustainably by scaling budget efficiently as the audience grows

CAMPAIGN STRATEGY

The turning point was the rollout of our iOS 360 retargeting solution. Previously, retargeting on iOS was limited by a small addressable audience, which capped the number of lapsed players that could be reached in the post-ATT environment.

With iOS 360, we could unlock a far broader addressable pool, and the campaign scaled budget in step with that growing audience, reaching more high-value lapsed players while holding D7 ROAS. Re-engagement stayed focused on driving in-app purchase revenue rather than raw reach.

RESULT

Across a five-month window from launch to maturity, the campaign scaled on every front while improving efficiency:

METRIC	RESULT
D7 ROAS	+140%
Daily Reattributions	+78%
Addressable Audience	73%
Average Daily Revenue	+23%

Crucially, audience growth of +73% outpaced the +55% increase in investment, so each incremental dollar reached more users, not fewer.

TAKEAWAY

Our iOS 360 solution turned Rush Royale's retargeting from a volume-constrained operation into a scaled, high-efficiency growth engine on iOS. The clearest signal was that audience growth outpaced budget growth, which meant spending more did not mean spending less efficiently. Scale and efficiency were not a trade-off.

For iOS-first, in-app-purchase-driven games with the right targeting infrastructure in place, iOS 360 offers a clear path to the incremental growth that the post-ATT environment made structurally harder to reach.

LEARN MORE ABOUT OUR IOS 360 SOLUTION

