# HOW WE BOOSTED
# ROAS BY +220% FOR FUNVENT

" We count on Adikteev as a trusted partner in the UAE — their team helped us achieve our performance goals, while adapting quickly to all regional nuances "

**KIRAN BABU**, Founder @Funvent



## BACKGROUND

Funvent is a leading mobile casual gaming studio based in the UAE, with a global reach of over 300 million players. Tile Park is one of its flagship casual puzzle games, built around tile-based challenges with progressively increasing difficulty.

As a free-to-play title, the game relies primarily on ad-based monetization, supported by short, repeatable gameplay sessions that drive frequent and sustained user engagement.

## THE OBJECTIVE

The goal was to improve IAA performance by re-engaging players who were recently inactive , while keeping ROAS healthy.

1. Reactivate recently inactive players

2. Improve D7 ROAS on android

3. Increase monthly  ROAS by optimizing IAA segmentation

## STRATEGY

The strategy centered on ad-viewer segmentation, using behavioral and geo-based segmentation  to refine IAA performance.

**Value-Driven Ad Viewers:**

Users were segmented based on their historical ad consumption, allowing campaign intensity to be aligned with individual monetization potential.

**Tier-based Geo Targeting:**

Players were segmented across two country tiers: Tier 1 markets, representing the most lucrative audiences, and Tier 2 markets, leveraged for cost-efficient scale and incremental reach.

## RESULTS

| METRIC | RESULT |
|---|---|
| D7 ROAS | + 220% ABOVE TARGET |
| D7 RETENTION | + 20% ABOVE TARGET |

## KEY TAKEAWAY

Segmentation is central to achieving ROAS targets for IAA-driven apps.

By identifying high-value ad viewers and re-engaging them at the right moments, Funvent was able to improve monetization efficiency. Geo-tier performance and ad-viewing behavior proved to be reliable signals for optimization, with ongoing testing driving incremental gains.

Ultimately, keeping audience strategies simple and behavior-based is key to building sustainable IAA performance.



**LEARN MORE ABOUT APP RETARGETING**