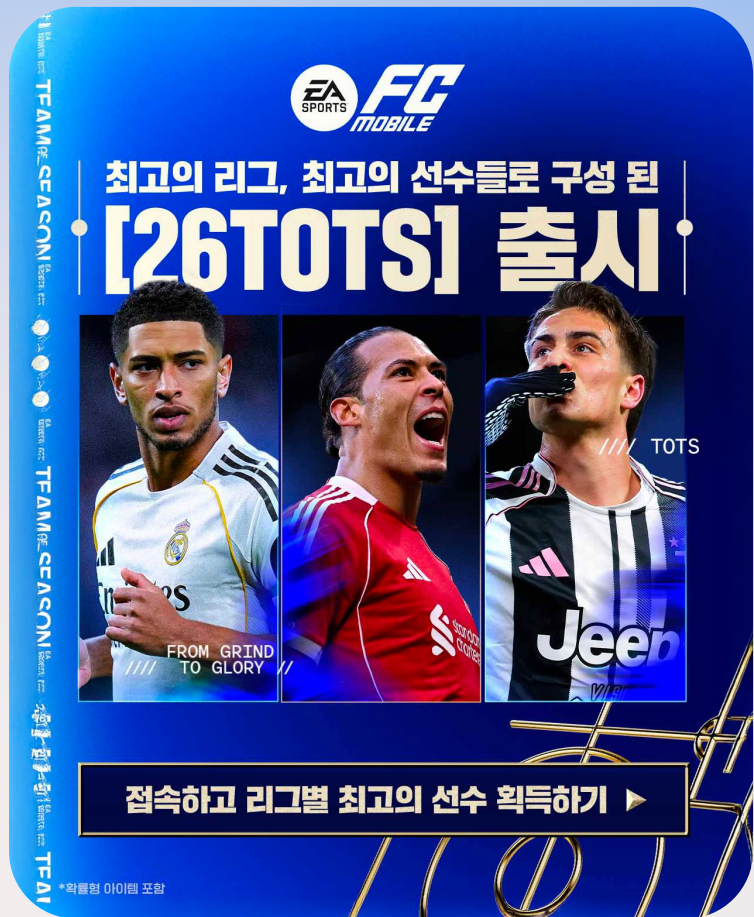


HOW WE HELPED FC MOBILE BEAT ITS ROAS TARGET BY 200% ON ANDROID

“Adikteev helped us reactivate lapsed players efficiently, then scale revenue as we shifted our focus to ROAS. Their audience targeting made all the difference.”

HYUNTAEK JUNG,
SEUNGBIN BAE

UA Manager



ABOUT NEXON

Nexon, founded in 1994, is an industry leader in online games and global entertainment with long-standing IP franchises and unmatched expertise in sophisticated live game operations.

Including core franchises such as 'MapleStory' and 'Dungeon & Fighter', we service over 40 games to 1.9 billion global users.

We're always challenging ourselves to offer the best experience through fun and innovative content.

BACKGROUND

FC Mobile is a leading mobile football game in South Korea, published by Nexon in partnership with EA. It combines authentic football gameplay with deep team-building and progression mechanics, giving it strong appeal among football fans and sports-gaming audiences. **With a highly engaged Android player base and strong in-app purchase activity, re-engaging lapsed players is a natural growth lever.**

OBJECTIVE

Nexon partnered with Adikteev to reactivate lapsed Android players in South Korea and increase the value generated by returning users. The initial goal was to drive re-engagement among lapsed users while meeting a set CPA target. As the campaign matured, Nexon shifted its focus toward sustainable revenue growth, making ROAS the primary KPI.



REPEAT DEPOSIT CPA (d7)	RESULT
Client-reported ROAS	200% ABOVE TARGET
CPA per transaction	IMPROVED BY 32%
Daily campaign spend	INCREASED BY 151%

CAMPAIGN STRATEGY

- Starting with high-efficiency lapsed audience targeting**
In the first phase, with CPA reattribution as the primary goal, Adikteev used its RFM-powered audience segmentation model to find the lapsed users most likely to return and generate future revenue. The model scores users on Recency, Frequency, and Monetary value, so the campaign could move beyond broad targeting and concentrate on the highest-potential segments. This kept D7 CPA highly efficient while delivering a steady flow of reattributed users.
- Moving toward high-value audiences and ROAS**
As Nexon shifted its primary KPI from CPA reattribution to ROAS, the audience strategy evolved with it. Using Adikteev's LTV-based segmentation, the campaign prioritised users with a history of purchases and higher predicted lifetime value. Transaction volume rose sharply, and ROAS reached 3x the target. That performance gave Nexon the confidence to scale, increasing daily budget by 151% from July, when the focus moved to ROAS optimisation.

TAKEAWAY

Adikteev's intelligent audience solutions helped FC Mobile move seamlessly from efficient re-engagement to scalable ROAS growth, first using RFM-based targeting to reactivate high-potential lapsed players, then LTV-based segmentation to grow revenue once the KPI shifted to ROAS.

For mobile football and other sports games with strong in-app purchase economies, the lesson is clear: matching the audience strategy to the KPI at each stage is what turns re-engagement into sustainable, scalable revenue.

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