HOW WE DROVE ROAS AND SCALE FOR GAME STORY

> " Adikteev's cohort-driven approach allowed us to scale retargeting profitably while significantly strengthening ROAS across both payers and non-payers "

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BACKGROUND

Solitaire Stash and Bingo Bling by Game Story are casual real-money skill games where users compete in card or bingo tournaments, win cash, and progress through increasingly challenging levels. Both titles focus on early value capture by re-engaging existing players quickly.

The goal was to increase LTV, maintain strong ROAS, and drive revenue from both paying and non-paying users from the earliest stages of the app's lifecycle.

THE OBJECTIVE

The objective was to build an efficient early-stage retargeting strategy that captured value from both payers and non-payers. The team set out to:

1. Re-engage users at earlier stages before they churn

2. Increase user retention and conversion rates

3. Scale retargeting volume profitably across both PU and NPU audiences

STRATEGY

The strategy was to have a shorter inactivity window with clear value-based segmentation.

| **High-Value Payers:**	**Lapsed & Mid-Value Users:**	**Non-Payers Monetisation :**
Users with the strongest LTV potential, targeted early to reinforce spending behavior and maintain long-term value.	Moderate-value or recently lapsed players re-engaged to bring them back into the cycle and increase their future contribution.	NPUs were optimized for engagement and in many cases performed on par with payers. Performance improved when segmentation was refined with Adikteev's cohorts.

RESULTS

METRIC	RESULT
D7 ROAS	+265%
RETARGETING SCALE	+138%

KEY TAKEAWAYS

Newly launched apps can benefit from early retargeting when segmentation is structured correctly.
Value-based cohorts outperform broad lifetime audiences, and well-optimized NPUs can deliver meaningful revenue.

iOS probabilistic traffic further expanded reach and supported ROAS goals, while close collaboration enabled quick iteration and strong early performance for Game Story.
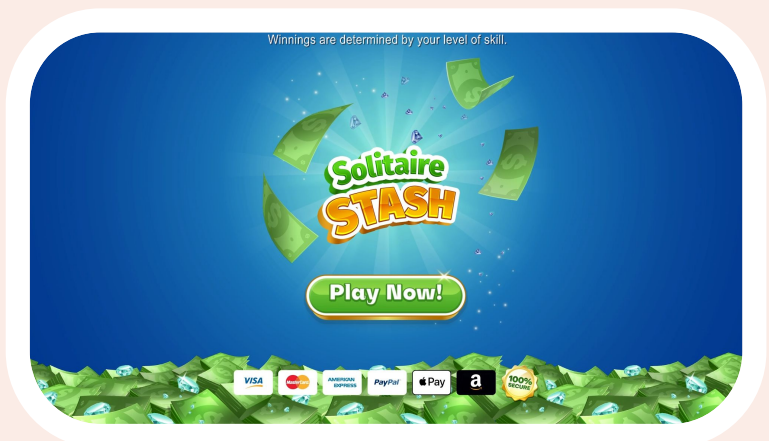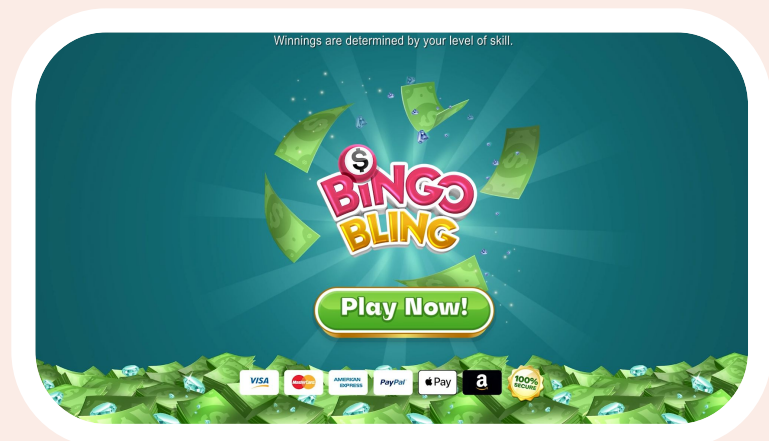
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