

HOW SEGMENTED IAA RETARGETING LIFTED ROAS FOR

MAGIC JIGSAW PUZZLES

“Thanks to the professionalism and active involvement of the Adikteev team over the past three years, we’ve been able to achieve outstanding results with our retargeting campaigns, and we hope to continue reaching new heights together.”

**SERGEY YURKOV**, Head of UA  
@Magic Jigsaw Puzzles



BACKGROUND

Magic Jigsaw Puzzles is a long-standing casual title from ZiMAD, offering over 40,000 puzzles across themes like art, nature, wildlife, and architecture. As a free-to-play game, the app heavily monetizes through ads — a strong fit for a puzzle audience that generates frequent, repeat engagement.

With the campaign running for nearly three years, the focus shifted toward reactivating inactive players and maintaining strong ROAS while scaling IAA revenue on iOS.

THE OBJECTIVE

The goal was to improve IAA performance by re-engaging players who had not returned to the app, while keeping ROAS healthy. ZiMAD aimed to:

1. Reactivate inactive players at the most effective time period
2. Improve D7 and D30 ROAS on iOS
3. Increase quarterly ROAS by optimizing IAA segmentation

STRATEGY

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

Value-Driven Ad Viewers:

Users segmented by how many ads they previously consumed, allowing campaign pressure to align with monetization potential.

Difficulty-Based Segmentation:

Players grouped by the puzzle difficulty levels they completed, revealing which cohorts were most likely to return and engage meaningfully.

Re-attribution Frequency:

Users segmented by how often they had been re-attributed over time, ensuring budget was allocated toward segments with sustainable ROAS.

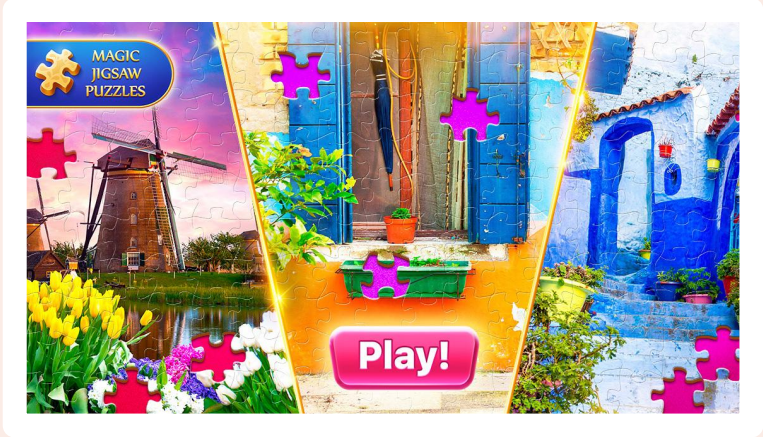
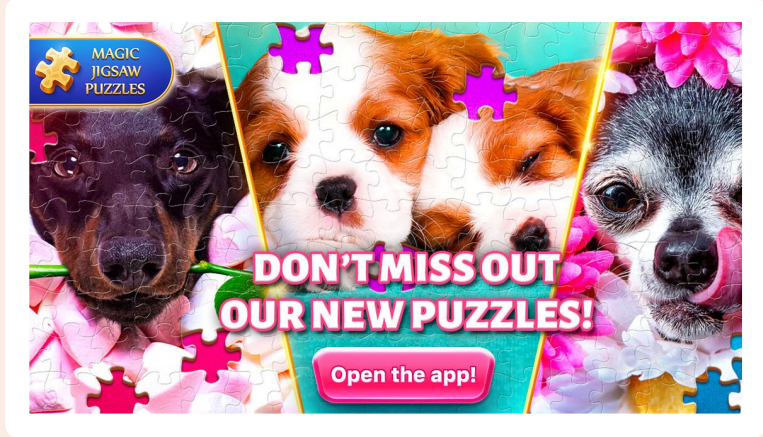
RESULTS

METRIC	RESULT
D7 ROAS	+ 20% ABOVE TARGET
D30 ROAS	+ 18% ABOVE TARGET

KEY TAKEAWAYS

Segmentation is central to hitting ROAS goals for IAA-driven apps. Identifying high-value ad viewers and re-engaging them at the right time allowed ZiMAD to maximize performance. NPUs and ad-view behavior proved valuable indicators, and ongoing testing helped refine cohorts.

Keeping audiences simple and behavior-based remains key for sustainable IAA success.



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\*Data reflects a specific client engagement; results vary by campaign and cannot be guaranteed