

HOW TILTING POINT HIT 10.7x ITS ROAS TARGET ON IOS

“Adikteev helped us re-engage the right players and blew past our ROAS goal on iOS. We're excited to keep scaling this together.”



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BACKGROUND

Tilting Point is a mobile game publisher known for scaling indie and live-service titles, with more than 80 games managed, published, or co-developed to date. One of its flagship live-service titles is Star Trek: Timelines, a mobile strategy role-playing game (RPG) that lets players assemble a crew from across the Star Trek universe.

With a dedicated, long-tenured player base, it's a natural fit for re-engagement, and the focus of this campaign on iOS.

OBJECTIVE

The goal was to win back players who had stopped returning to Star Trek Timelines on iOS, without letting efficiency slip as spend scaled.

The campaign set out to:

- Reactivate inactive Star Trek Timelines players
- Focus on paying users with stronger value potential
- Increase D7 ROAS

CAMPAIGN STRATEGY

The strategy centred on two focused levers:

- Pay Focused Targeting: The budget went to paying users, the cohort most likely to return and monetise, rather than being spread across low-intent audiences.
- Global Worldwide View: Instead of optimising for a single geo, the campaign reached high-value players globally to increase available scale while staying focused on quality.

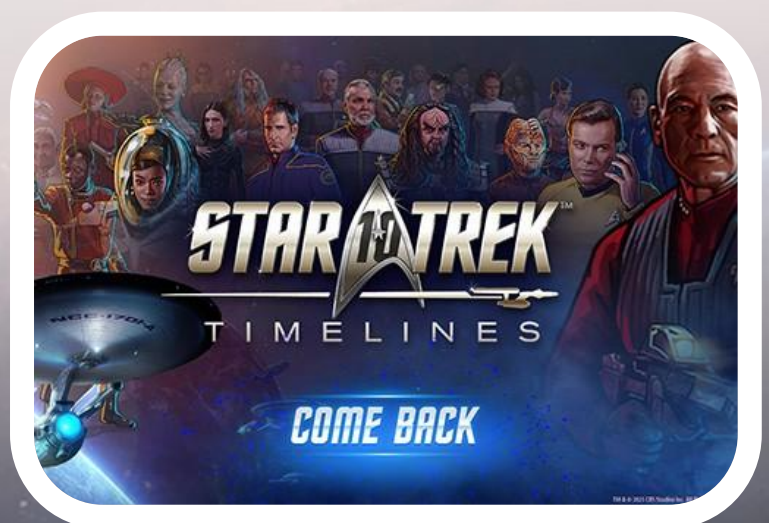
RESULT

METRIC	RESULT
ROAS D7	968% ABOVE TARGET

TAKEAWAY

This campaign demonstrated that concentrating spend on paying customers, and reaching them through a worldwide audience view, can keep ROAS well above target while leaving room to scale further.

The wider lesson for live-service strategy role-playing games (RPGs) is that a focused, behaviour-led re-engagement strategy consistently outperforms broad or heavily over-segmented targeting.



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