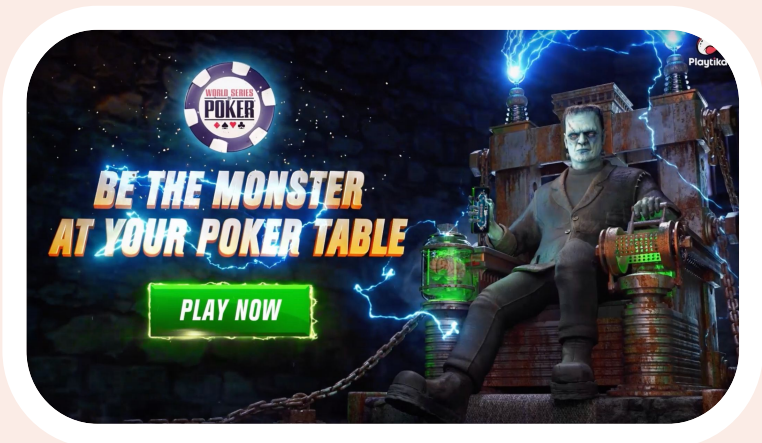


HOW WE DELIVERED STRONG EARLY RESULTS FOR WSOP

“Our collaboration delivered strong results, proving the value of CTV in scaling high-quality users. The partnership allowed us to reach new audiences with precision and confidence.”

GIL VIENER,
User Acquisition TL, @Playtika



BACKGROUND

WSOP (World Series of Poker) by Playtika is one of the most recognizable social poker games globally, offering a competitive Texas Hold’em experience powered by virtual chips and a strong community of players. As a leader in the free-to-play card games category, WSOP focuses on acquiring users who not only install the app but also engage consistently and convert into long-term players.

To support this goal, the UA team partnered with Adikteev to run a CTV campaign aimed at acquiring high-quality users at scale, with a focus on delivering strong early monetization performance.

THE OBJECTIVE

- The client campaign aimed to acquire quality users at volume with improved post-install engagement quality. With Adikteev, the team was specifically looking to:
- Drive high-quality app installs at an efficient CPI
 - Drive strong ROI within the first 7 days
 - Find a CTV partner that could outperform their existing UA mix

RESULTS

METRIC	WINS
CPI	Reduced by 23%
ROI D7	Boosted by 24%

LEARN MORE ABOUT CTV USER ACQUISITION

OUR MMP PARTNERS

