

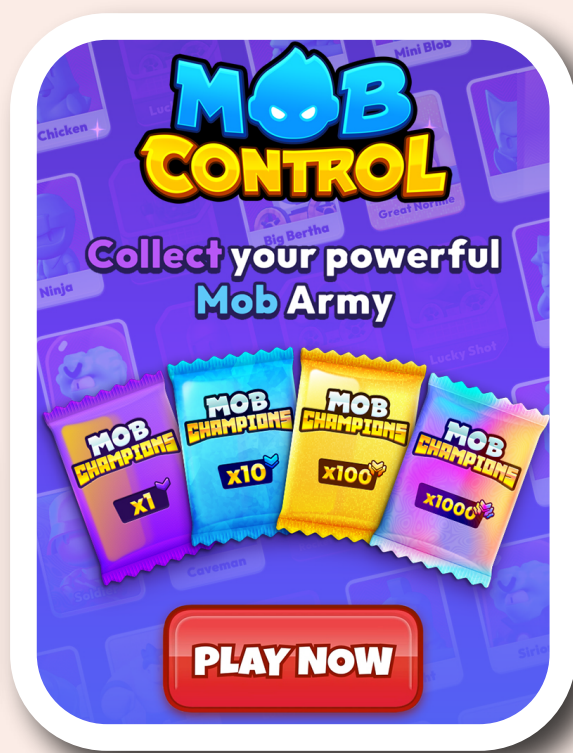
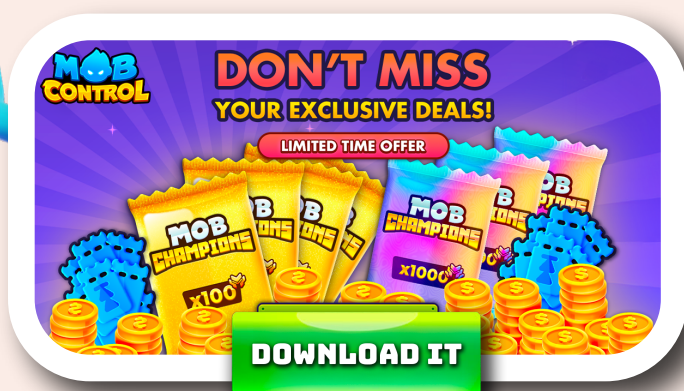
VOODOO X ADIKTEEV

Yes, you can retarget hybrid-casual app users

19% INCREASE IN ARPPDAU FOR IOS PAYERS

“We didn’t just want execution. We wanted to challenge ideas and push our re-engagement strategy further. Adikteev rose to the occasion every time: reactive, flexible, and always open to testing new directions. That mindset has been key to building a partnership that truly moves us forward.”

— Benjamin Ledoux - Head of Growth @ Voodoo



KEY TAKEAWAYS FOR HYBRID-CASUAL STUDIOS

Short Play Doesn’t Mean Short Potential

Re-engaging players at the right time is the key to unlocking strong retention and revenue.

Sharp, Simple Segmentation Wins

A clean 7-day inactivity rule unlocks targeted, scalable campaigns.

iOS is Worth It

Retargeting on iOS outperformed expectations, especially with smart budget scaling.

The Model Scales

A repeatable framework for hybrid-casual portfolios, from Mob Control to beyond.

ABOUT VODOO

Voodoo is a global leader in mobile entertainment, pioneering the **€20B+ Hybrid-Casual segment** that combines long-term IP value with highly engaged audiences. After years of iterations, they now lead this space with resilient franchises such as *Mob Control*.

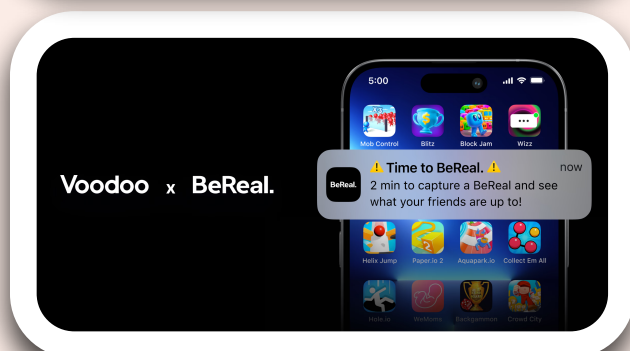
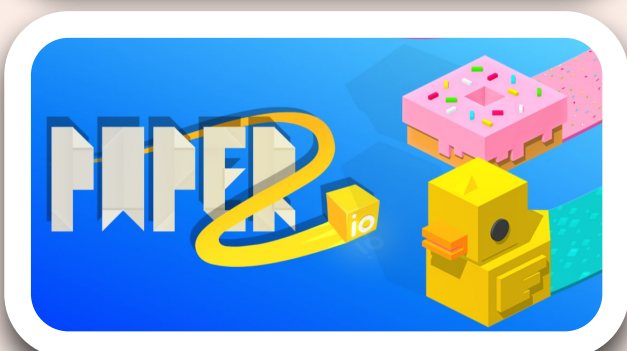
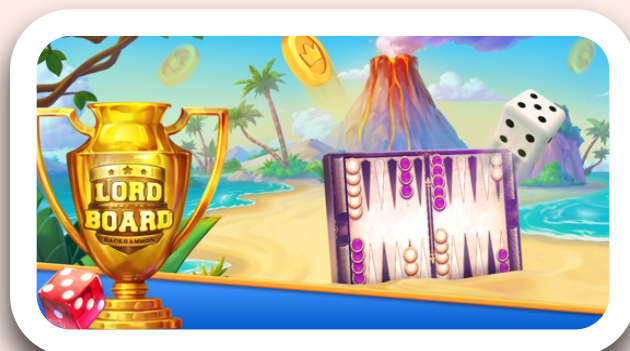
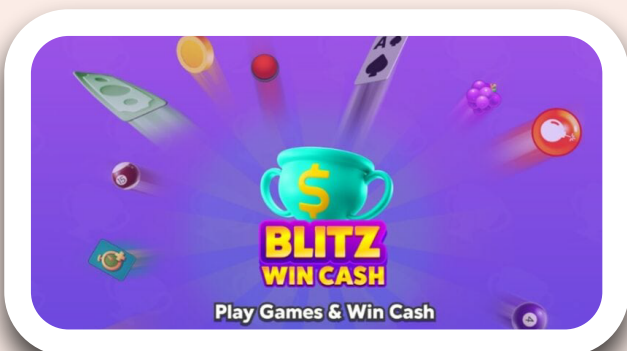
Voodoo’s portfolio spans multiple growth pillars:

Blitz, the real-money gaming platform

Lord of the Board by Beach Bum, the #1 Backgammon title with eight consecutive years of user growth

A revitalized **Hyper-Casual** business, with hits like *Paper.io 2* showcasing their evolution post-ATT

Voodoo has also expanded beyond gaming with **Wizz**, its in-house social app that has become the leading platform for US teens. In 2024, Voodoo strengthened its social footprint by acquiring **BeReal**, one of the world’s top social platforms.



VISIT ADIKTEEV