

Las Vegas Multiplayer Card Game app doubles purchases with Fiksu Retargeting

Client

A popular Vegas-style multiplayer card game app wanted to increase player activity and revenues from its user base

Solution

Ongoing retargeting campaign to keep app visible and to increase in-app purchases. Leveraged Fiksu's DSP and Fiksu automated user segmentation to identify the most productive targets

Results

Increased the number of users purchasing by 110%, at a cost 75% lower than new acquisition

