




## Intro


We partnered with **RisingWings** to re-engage lapsed users of their Golf King app on Android in the US. RisingWings is a top-grossing Korean game developer specializing in multiplayer simulation games enjoyed by hundreds of millions of users worldwide. Golf King is a real-time 1v1 golf duel game featuring customizable characters, clubs, realistic courses, and weekly leagues.


## Campaign Goal

-  The goal of the campaign was to bring churned users back to the app to make either a new in-app purchase (Payers segment) or their first in-app purchase (Non-payers segment), with D30 ROAS being the KPI.

## Results at a Glance

 **35%**  
Uplift in D30 ROAS within 3 months

 **27%**  
Decrease in D30 Unique Purchase cost by month 3

 **24%**  
Reduction in Cost per Re-engagement (re-installs and re-opens) by month 3

Persona.ly has been an incredible partner in keeping our campaigns running smoothly. The team is reliable, truly committed to our goals, and takes the time to understand our game’s needs, building smart, performance-driven strategies around them.

We’ve seen consistent improvements in results, and their knack for handling both technical and budget challenges while keeping our priorities front and center makes them a partner we can always count on. We’re excited to keep working together and explore new ways to drive even more value.

Yee Seul Hwang (황이슬) - UA Team Lead at Rising Wings





## Programmatic Re-engagement Process

At the beginning of our collaboration, using first-party data received from the client and our proprietary **Live Audiences** feature (audience segmentation engine available to our clients at no cost), we generated two audience segments:

- **Payers:** Users who had previously made in-app purchases and stopped using the app
- **Non-payers (NPU):** Users who played Golf King in the past, didn't make any in-app purchases, and churned later

Having access to first-party data allowed us to generate the segments based on users' purchase intent and refine our targeting strategy to drive better performance across both audiences.

Our extensive experience in the gaming vertical allowed us to reach and outperform the customer's ROAS-based KPI in the first month of running the campaign. As we received more positive signals on which users are more likely to re-engage (re-install or re-open the app) and make in-app purchases, the learning progressed, and our ML-driven bidder was able to target those audience segments more precisely.

New Churned: Payment 30D, Not Active 7D

Users that

Event type

Days

Didn't have

App open

In the last

7

AND

Users that

Event type

Days

Didn't have

Install

In the last

60

AND

Users that

Event type

Days

Had

Purchase

In the last

30

Total Audience size = 62533 (10.3%)

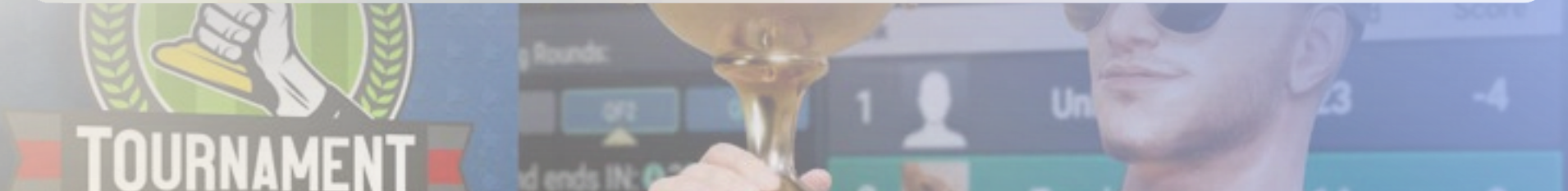
Update

Persona.ly's Dynamic Audiences feature in action

Our programmatic ML-driven DSP is integrated exclusively with tier-1 ad exchanges and processes over 4 million ad requests per second. This allows us to quickly gather data for our bidder to optimize the campaigns and bring high-quality traffic at scale.

By strategically allocating budget toward the most prominent audience segments with the highest intent to make in-app purchases, we continued optimizing and improving the performance of the campaign.

The **steady growth of D30 ROAS**, alongside a **decrease in Cost per Re-engagement** (re-installs or re-opens) and **D30 Unique Purchase cost**, demonstrated the effectiveness of our segmentation and optimization strategy and quickly built confidence in our ability to drive scalable results, resulting in lasting collaboration with RisingWings.



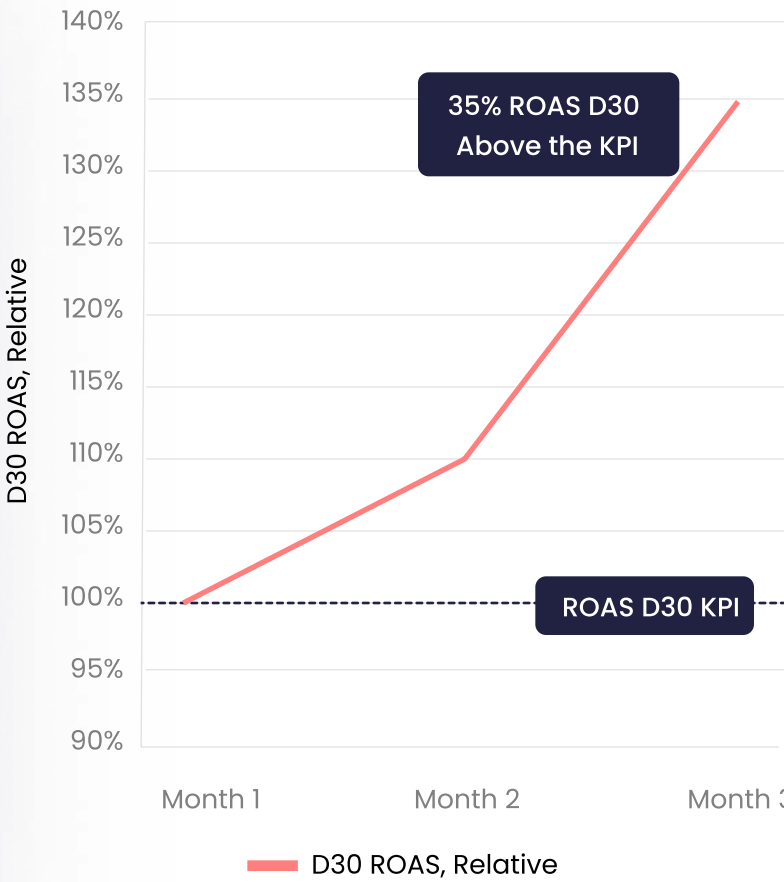
## Campaign Results

### ROAS D30 Growth Trend

From the outset of the campaign with RisingWings, we quickly managed to reach and outperform the D30 ROAS KPI. As the learning progressed, our programmatic bidder was able to distinguish between users who would re-engage and make in-app purchases (in both Payers and Non-payers segments) and those who wouldn't.

We continued optimizing the campaign, yielding performance 35% above the KPI by month 3.

ROAS D30 Uplift

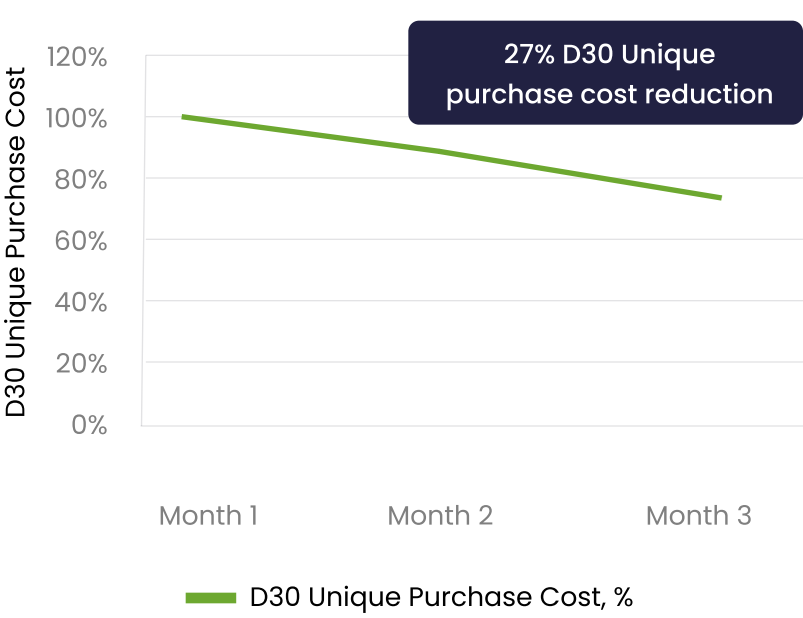


### D30 Unique In-app Purchase Cost Decrease

As soon as we were able to identify the users with a higher intent to make in-app purchases in both segments: Unique Re-purchases for the Payers segment; First-Time Deposits (FTD) for the Non-payers segment – **the cost of unique in-app purchases started to decrease.**

By continuously optimizing the campaign towards the most prominent audience cohorts, we achieved **a reduction in the cost of Unique In-app Purchases** (both re-deposits and FTDs) of 27% by month 3.

D30 Unique Purchase Cost, Relative





## About RisingWings

Founded in 2011, RisingWings has established itself as a leading mobile game developer known for its accessible and competitive gameplay. The studio released hit games like Golf King, Castle Craft, Archery King, and Bowling King. RisingWings has surpassed hundreds of millions of users across the globe, with several titles consistently ranking in global top charts.

We are excited to partner with innovative Korean gaming leaders like RisingWings, empowering them to surpass their goals by boosting LTV through our re-engagement solutions for Android and iOS.

Collaborating with RisingWings has been a true pleasure – they embrace data-driven strategies and machine learning-powered targeting, and consistently share valuable insights that fuel our mutual success.

**Rachel SEO, Business Development Director – Korea at Persona.ly**



## About Persona.ly

Persona.ly is a data-driven product company specializing in mobile user acquisition and retargeting, powered by proprietary machine learning algorithms and a robust first-party data management platform.

We help leading mobile companies including King, Tencent, Papaya, NextNinja, Tilting Point, Nexon and many others reach and exceed their growth goals by accurately predicting which users are most likely to engage and convert. Our machine learning models are optimized to target high-value users based on predicted LTV, driving strong ROAS and long-term user quality.

Our in-house programmatic DSP is directly integrated with top-tier ad exchanges and OEMs, processing over 4 million ad requests per second globally.

By combining real-time predictive analytics with programmatic scale, we empower our partners to unlock smarter growth, higher LTV, and measurable incremental impact.

