



Intro

We worked with LevelApp to acquire engaged users for their Merge Dale: Farm Adventure app using our proprietary rewarded UA platform. Merge Dale is a casual merge game combining multiple gaming mechanics, like merge and puzzle with progression around the farming plot.

Campaign Goal



With the In-App Advertising (IAA) monetization strategy, the goal of the campaign was to acquire highly-engaged users who would generate IAA revenue. We were presented with a set of ROAS-related KPIs, and **the campaign recoup was the primary goal**.

Results at a Glance



>100%

D30 campaign recoup from the start



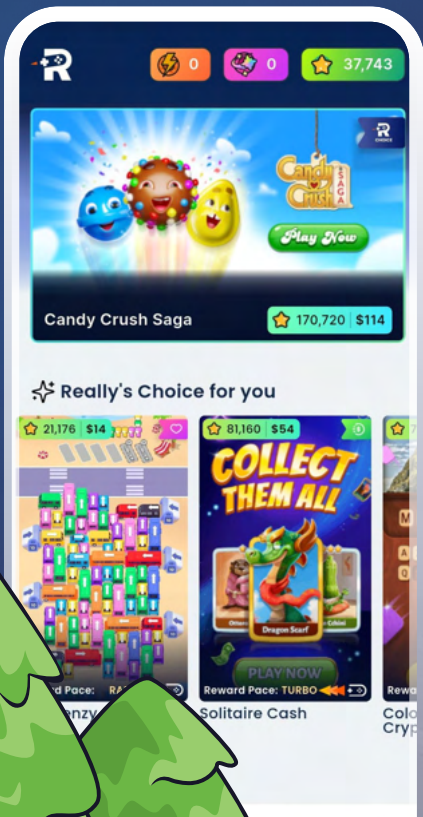
5.1x

progression from ROAS D1 to Lifetime ROAS



We are pleased with our partnership with Persona.ly. Their strategic vision, the gamified mechanics available in the Really app, and their ability to pinpoint key growth factors make them an exceptional partner.

Aleksandr Surkov – Chief Marketing Officer at LevelApp



Really Play and Earn Rewards is Persona.ly's proprietary app discovery and loyalty platform. It provides a fully gamified experience while offering users recommendations for apps they will engage with daily. By combining insights from Persona.ly's ML-based programmatic DSP with our proprietary user base, we deliver high ROAS and increased LTV to our partners.

Rewarded UA Process with the Really App

When we partnered with LevelApp, we analyzed critical in-game events for Merge Dale, strategically mapping these events onto a task map to optimize user engagement and retention.

With ad revenue as Merge Dale’s primary monetization driver, we segmented high-LTV Really users with elevated ARPU from ad impressions and engagements to maximize IAA revenue.

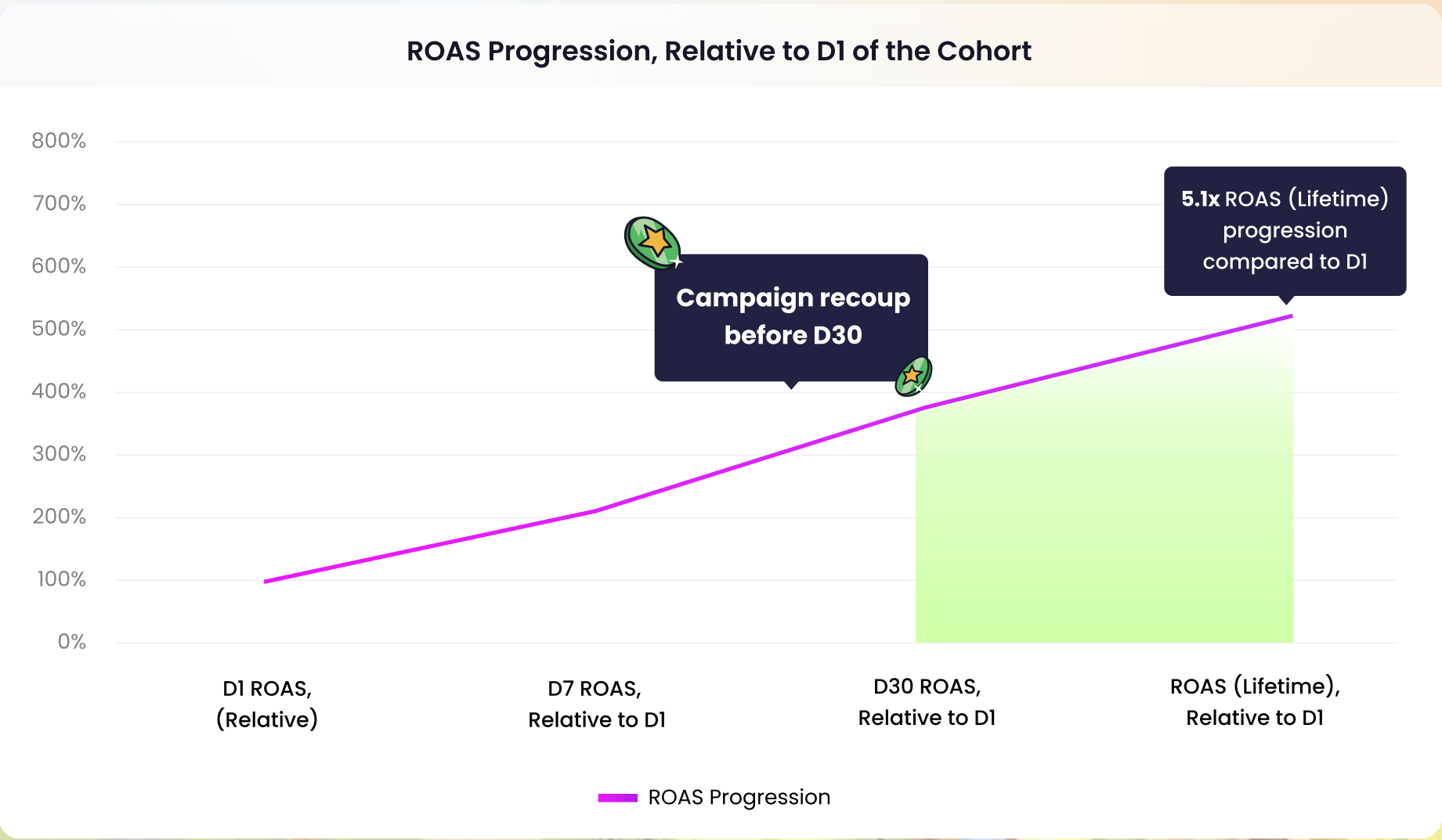
As a result of strategic events mapping, along with user segmentation and quality targeting, we were able to acquire users who would engage daily, progress on the Really task map by completing tasks in Merge Dale, and view a significant number of ads, thereby generating IAA revenue.

This approach **resulted in the campaign recoup (Lifetime ROAS over 100%)** from the beginning, while outperforming ROAS-based KPIs for each cohort.

ROAS Progression

Using the insights from our ML-driven DSP, which allowed us to predict LTV for the Merge Dale app, we were able to precisely target users who would generate IAA revenue and continue playing the game for a significant amount of time. As a result, we achieved **a steady progression from ROAS D1 to Lifetime ROAS by 5.1x, the campaign recoup before D30, and outperformed the KPIs for each ROAS cohort.**

Our DMP enabled superior audience matching by targeting users who enjoy merge and puzzle games. This precision drove high engagement in Merge Dale well beyond the 30-day rewarded play window. Lifetime ROAS continued growing past D30, establishing Really as a true **game discovery channel.**



Key Success Drivers for the Merge Dale Campaign

1

User Quality

We deliver engaged high-quality users by exclusively acquiring high-LTV users for the Really Play and Earn Rewards app.

2

Daily Engagement Rewards

We ensure user retention by adding daily game time rewards to each partner app.

3

Ad Bar Feature

Strategically placed ad bars to emphasize the value of watching ads.

Our main goal is to deliver engaged, high-quality users to our partners. We tap into user behavior insights from our programmatic DSP to drive success in the new rewarded vertical. It's exciting to see our partners succeeding and to bring high-LTV users to their apps. We're geared up to scale in the year ahead.

Dana Purinson, EMEA BD Team Lead 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 (DMP).

Our in-house programmatic DSP is directly integrated with top-tier ad exchanges and OEMs, processing over 4 million ad requests per second globally. Our proprietary rewarded UA platform, Really Play-to-Earn, is seamlessly integrated with our programmatic DSP, allowing us to benefit from the insights of the programmatic platform.

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

