Intro

We partnered with Mobirix to **re-engage churned users of their casual Bricks Breaker Quest game on iOS globally**. Mobirix is a casual mobile game developer listed among top-3 most downloaded Korean publishers worldwide.

Campaign Goal

The ultimate goal of the campaign was to re-engage lapsed Bricks Breaker Quest users to bring them back to the game to become active users again in order to maximize in-app advertising (IAA) revenue, with ROAS D7 being a KPI.

Results at a Glance

9x
Campaign scaling within 10 weeks

>100%
Outperforming ROAS D7 KPI from week 1

3.4x
Outperforming ROAS D7 KPI by week 7

> From the early stages of the iOS re-engagement campaign, we achieved our KPIs and scaled up not through aggressive spend increases, but based on campaign learnings and performance. As a result, we were able to not only secure volume but also expand it steadily while consistently meeting our KPIs.

Jihyun Lee - Marketing Team Manager at Mobirix

Programmatic Re-engagement Process

When we started running the re-engagement campaign with Mobirix, using our **proprietary** *Live Audiences* **segmentation engine** (available to our clients at no extra cost), we created several segments of users based on their activity (and inactivity) in the game. Our segmentation engine capabilities allow us to slice and dice the audience to detect and target the most prominent user cohorts to deliver exceptional performance for our clients.

Our **programmatic ML-driven DSP** is integrated exclusively with tier-1 ad exchanges and is processing over 4 million ad requests per second, allowing us to quickly gather signals to identify which audience segments have a higher likelihood to convert (re-install or re-open the app) as a result of seeing an ad.

Once we collected the initial data to identify which audience segments are more likely to convert, our bidder started targeting those cohorts.

> The main challenge was to sift through tens of millions of Bricks Breaker Quest users and identify the segments of users who will most likely to engage in the game for longer periods of time and watch more ads to consequently maximize in-app advertising (IAA) revenue.

Direct integration with the client's MMP and receiving the real-time data on IAA revenue allowed our programmatic bidder to optimize the campaign in real-time and enhance the performance by targeting **ad whales**.

A user qualifies as an **Ad Whale** in either of the following cases:

1. **High Engagement Through Ad Views**
   - The user consistently has longer in-app sessions with many ad impressions, regardless of the perceived market value of those impressions.
   - These users demonstrate exceptional tolerance for ad exposure, making them highly valuable over time even if their per-impression eCPM is average.
2. **Exceptional Market Value (High eCPM Users)**
   - The user generates a very high effective CPM (eCPM) relative to the broader market.
   - These users are especially valuable due to the premium rates advertisers are willing to pay for their impressions.

By programmatically balancing these segments, we were able to **significantly outperform the ROAS D7 KPI from week 1**, allowing us to **steadily scale the campaign 9 times in 2.5 months** while exceeding the KPI by a significant margin.
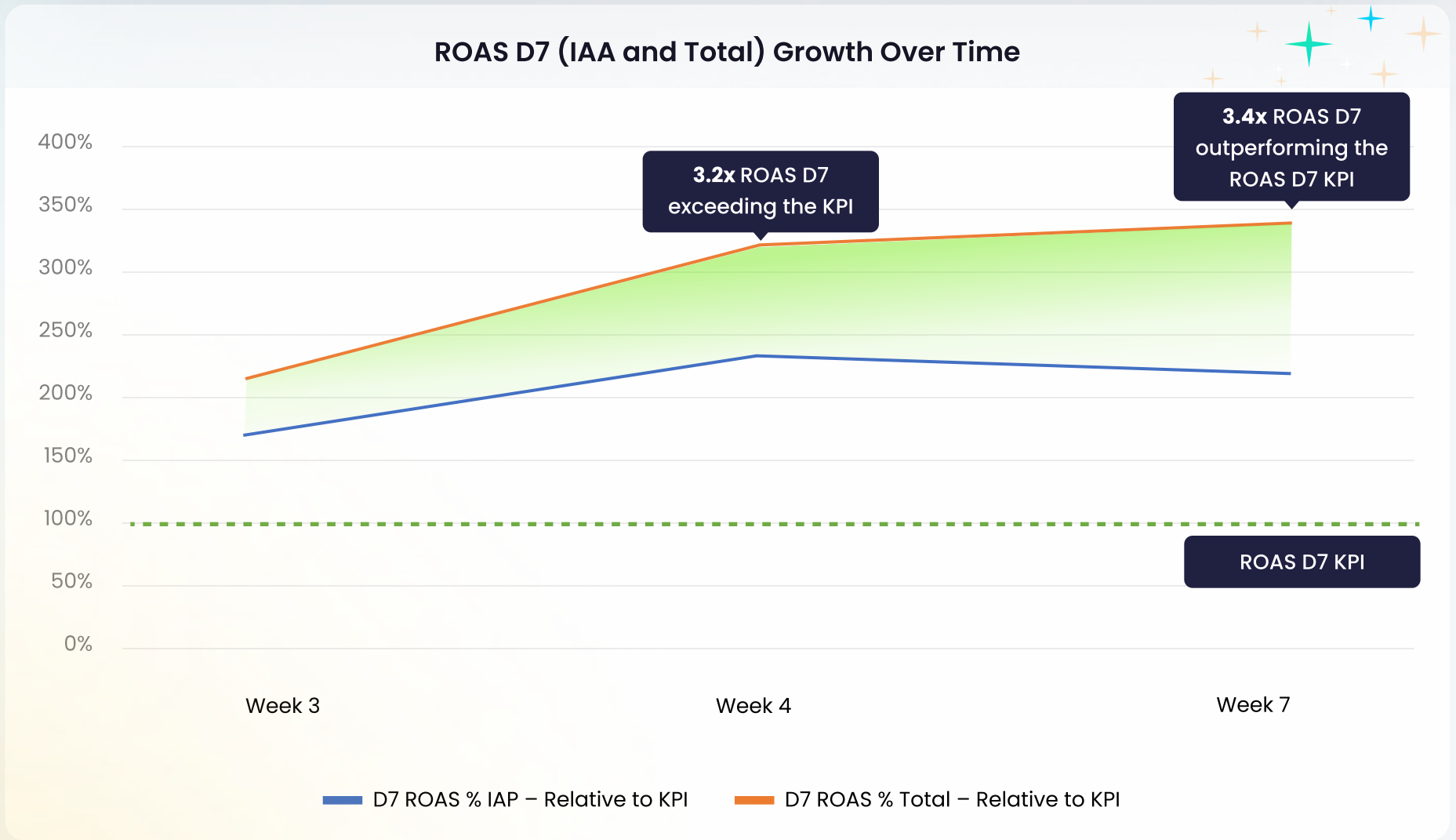
Campaign Results

ROAS D7 Growth

From the first week of running the retargeting campaign with Mobirix, by strategically targeting **ad whales** (audience characterized by higher CPM or heavily watching ads) we significantly outperformed the ROAS D7 KPI. By week 4, we outperformed the ROAS D7 KPI by 3.2 times.

As we received more positive signals, our programmatic ML-driven bidder accurately predicted which audience segments were more likely to become engaged users and focused on those segments. As a result, we successfully re-engaged an **audience that converted into paying users through in-app purchases (IAP)**. This approach further strengthened the campaign performance.

By week 7, **IAP contributed to an additional boost in overall D7 ROAS (IAA + IAP)**, demonstrating the combined effect of ad revenue and purchases on campai gn outcomes. This balance between IAA and IAP ensured steady outperformance while continuing to scale.

ROAS D7 (IAA and Total) Growth Over Time

3.2x ROAS D7 exceeding the KPI

3.4x ROAS D7 outperforming the ROAS D7 KPI

ROAS D7 KPI

| | Week 3 | Week 4 | Week 7 |

— D7 ROAS % IAP – Relative to KPI   — D7 ROAS % Total – Relative to KPI

Campaign Scaling

From the very beginning of the campaign with Mobirix, outperforming the KPI multiple times, we built confidence in our ability to deliver results at scale. This early success encouraged the Mobirix team to steadily scale the campaign.

Another level of optimization was achieved due our DSP's capability to **optimize bidding strategy based on predicted bid price and predicted LTV, enhanced by receiving real-time data from an MMP**. Bid optimization allowed us to ensure that the LTV of the audience would be higher than the bid price, leaving ample room for ROAS growth while scaling the campaign.

In the following weeks, we continued scaling the campaign, ultimately reaching nearly **9x scaling within 10 weeks**, while significantly outperforming the ROAS D7 KPI.

Campaign Scaling Over Time

9x Campaign scaling within 10 weeks

Week 1	Week 3	Week 5	Week 7	Week 9	Week 10

About Mobirix

Founded in 2004, Mobirix has established itself as a global mobile game developer and publisher known for its accessible and casual gameplay. The studio has released over 200 titles across Android and iOS, including hits like Bricks Breaker Quest, consistently ranking among the top Korean publishers worldwide.

> The mobile gaming market often considers retargeting unsuitable for IAA-driven titles, but Mobirix's success shows that such game developers should test re-engagement campaigns.
>
> Persona.ly's programmatic DSP excels by **dynamically targeting ad whales** based on engagement patterns, optimizing the campaign to drive high IAA revenue.
>
> We're thrilled that our iOS re-engagement solutions delivered strong results for Bricks Breaker Quest. With our ML model's adaptability allowing us to adjust targeting in real-time, we consistently surpassed KPIs, showcasing Persona.ly's ability to deliver scalable, high-impact results in a competitive landscape.
>
> 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.