

## Intro

We partnered with **INSIGHT Agency** to re-engage churned users for **NHN PlayArt and Dwango's** mobile game **#Compass: Combat Providence Analysis System**. #Compass is a multiplayer 3v3 battle game with over 20 million downloads, featuring collaborations with major franchises such as Attack on Titan™ and Sword Art Online™.

## Campaign Goal



The campaign aimed to re-engage lapsed #Compass players. The objective was to bring them back and drive incremental in-app purchase revenue.

We were presented with a **D30 ROAS KPI** to measure the success of the campaign.

## Results at a Glance



**3x**

ROAS D30 above the KPI from Week 1



**<1 day**

To define a creative champion in a new creative set

By running multiple DSPs simultaneously under identical attribution conditions, we recognized the high predictive accuracy of Persona.ly's advanced data-driven DSP and made bold budget allocations. By precisely targeting the core audience and gradually expanding to potential user segments, we strategically expanded our reach to other high-value segments, achieving both outstanding ROAS and massive campaign scale.

Toshifumi Kobayashi, Digital Marketing Division Specialist at INSIGHT



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## Programmatic Re-engagement Process

At the launch of the re-engagement campaign with NHN PlayArt, we leveraged our proprietary **Live Audiences segmentation engine** - available to clients at no additional cost - to build a custom audience based on users' in-app behavior and inactivity window.

*Live Audiences* segmentation engine classifies users across multiple signals, including activity level, purchase history, and intent. It integrates directly and securely with clients' first-party data, eliminating the need for third-party tools.

Audiences are updated **in real time**, enabling immediate exclusion of returning users and instant inclusion of newly qualified audience - an essential advantage in highly competitive gaming categories.

Our programmatic DSP is directly integrated with global tier-1 ad exchanges and local Japanese ad exchanges, including Supership and Fluct. We process **over 4 million ad auctions per second**. These integrations and processing capabilities enable us **to reach most users outside the "walled gardens"** globally.

From the beginning of the campaign, we outperformed the **ROAS D30 KPI three times**.

As we collected enough data, our ML-driven programmatic bidder identified users with a high likelihood of returning to the game and re-engaging deeply with the game, as well as those unlikely to return.

We then refined targeting to focus on users most likely to convert, further enhancing overall campaign performance.

Leveraging a recent enhancement to our programmatic DSP **consolidating multiple audience signals into a unified vector**, we developed a **custom ML targeting model**. This enables precise targeting of high-intent users and accurate bidding based on their predicted engagement level.

The enhancement has already delivered incremental efficiency gains across multiple client campaigns.

In *#Compass's* case, it enabled us to significantly outperform the client's KPI while scaling the campaign.

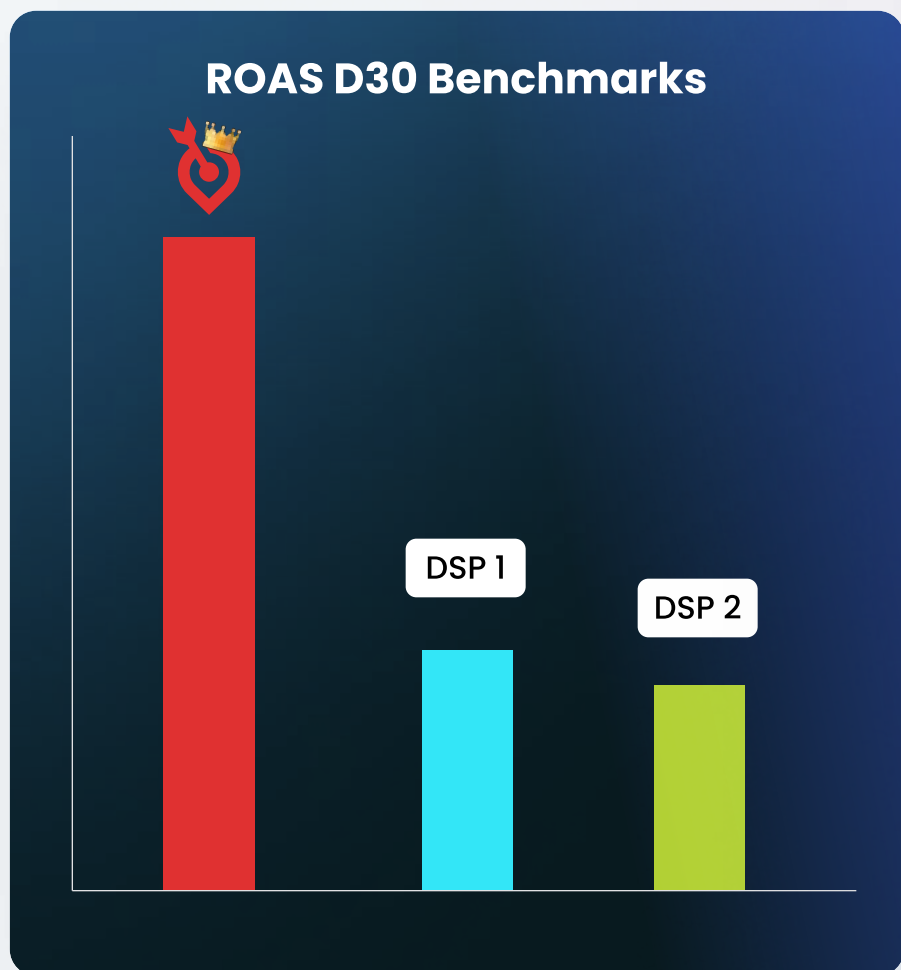


## Key Success Factors

### ROAS D30 – Persona.ly Results vs. Benchmark

Our ML-driven DSP runs on a **private dedicated cloud**, processing **over 4 million auctions per second** and **reaching the majority of users in the Japanese market**.

This technological setup enables **faster data processing, eliminates throttling, and reduces costs**. Our advertisers directly benefit through improved cost efficiency and full transparency.



Combined with our advanced targeting model, this infrastructure allows us to **act quickly and bid smarter**.

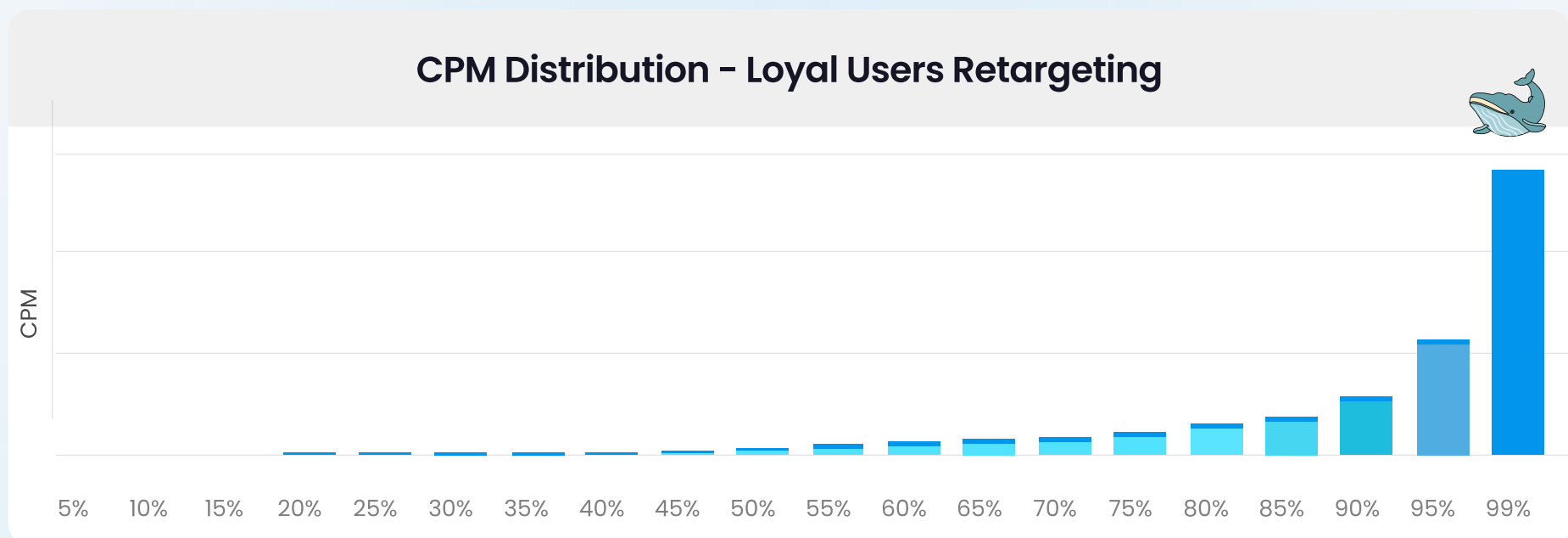
This approach allowed us to surpass the performance of alternative DSPs by **programmatically identifying users with the highest purchase intent, optimizing bid strategies in openRTB auctions, and allocating budgets to audiences with the greatest likelihood of in-app purchases**.

### Reaching Highly Engaged Users

Our ML-driven bidder includes vertical-specific features, with **“core fan prediction”** built for gaming clients. This capability identifies top-LTV users (top 1%) in the bid stream and adjusts bids based on market price and audience’s projected value to ensure that our bid wins the auction.

The main challenge was **to sift through of millions of #Compass users and identify the segments of users who will most likely to re-engage in the game and become highly active and contribute to the community’s core**.

This **dynamic bidding strategy** enabled us to successfully re-engage lapsed core users and bring them back to #Compass.



## About NHN PlayArt

NHN PlayArt, established in 2015, is a Japanese subsidiary of NHN, specializing in casual puzzle and real-time battle mobile games. NHN PlayArt's leading titles include Line: *Disney Tsum Tsum*, *Yo-kai Watch: Wibble Wobble* and *#Compass*. Their portfolio includes collaborations with popular franchises.

## About INSIGHT

INSIGHT is a leading digital marketing agency based in Tokyo, specializing in programmatic advertising, affiliate marketing and creative production, providing full-scale marketing services.

We are absolutely delighted with our ongoing partnership with INSIGHT and NHN PlayArt. The campaign has shown us the growing potential of retargeting within the Japanese mobile gaming market, and we are grateful to the NHN PlayArt and Insight teams' for their trust in the process which has been a key to the success. We are looking forward to another outstanding year together.

**Elina Watanabe, Head of Business Development, Japan 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.

