Intro

We collaborated with Spark Games to acquire US-based users for their match-3 game, Candy Match - Dream Factory, using our **proprietary Really Play-to-Earn rewarded platform**.
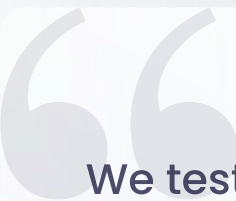
Campaign Goal

The goal of the campaign was to acquire engaged users who would progress in Candy Match, watch ads, and make in-app purchases, with D7 campaign recoup being a KPI.
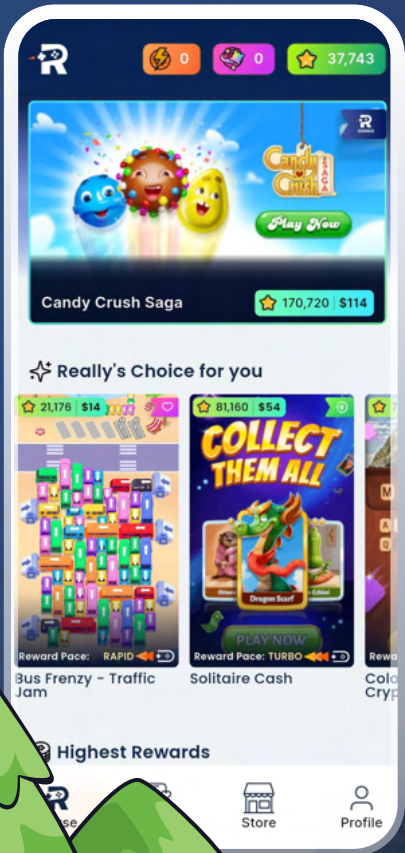
Results at a Glance

>100%

D7 campaign recoup from week 1

> We tested multiple rewarded solutions, and Really has been a standout success driver. They achieved our KPIs effortlessly from the first week, with traffic quality far exceeding expectations.

Yuval Levy, User Acquisition Manager at Spark Games

Really 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 Really Play-to-Earn App

When we partnered with Spark Games, we analyzed critical in-game events for Candy Match, strategically mapping these events onto a task map to optimize user engagement and retention.

With In-App Advertising (IAA) as Candy Match's primary monetization driver, we segmented high-LTV Really users with elevated ARPU from ad impressions and engagements to maximize IAA revenue. Additionally, we implemented cashback incentives for users favoring in-app purchases (IAP) over ad interactions to boost the IAP revenue stream.

> By leveraging unattributed first-party data, integrated with our DMP and enhanced by our ML algorithms, we precisely targeted Really users likely to engage daily, and either generate high ad impression volumes to maximize IAA or complete IAP transactions, optimizing overall revenue.
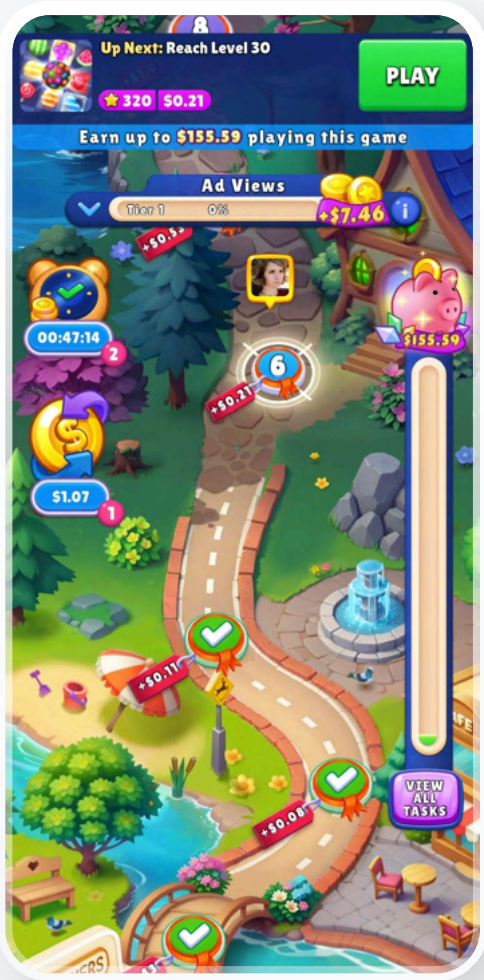
A screenshot of the task map for Candy Match on the Really app

Key Success Drivers for the Candy Match Campaign

1 Custom Targeting

ML-driven targeting, beyond age and gender, to predict engaged users and drive ROAS.

2 Ad Bar Feature

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

3 Cashbacks

Boosted in-app purchases by offering users cashback incentives.

> We're excited to enter the rewarded UA market with our play-to-earn solution.
>
> The success of the Spark Games campaign showcases the impact of ML-driven approach on the rewarded UA channel.

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 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 is seamlessly integrated with our programmatic DSP.

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