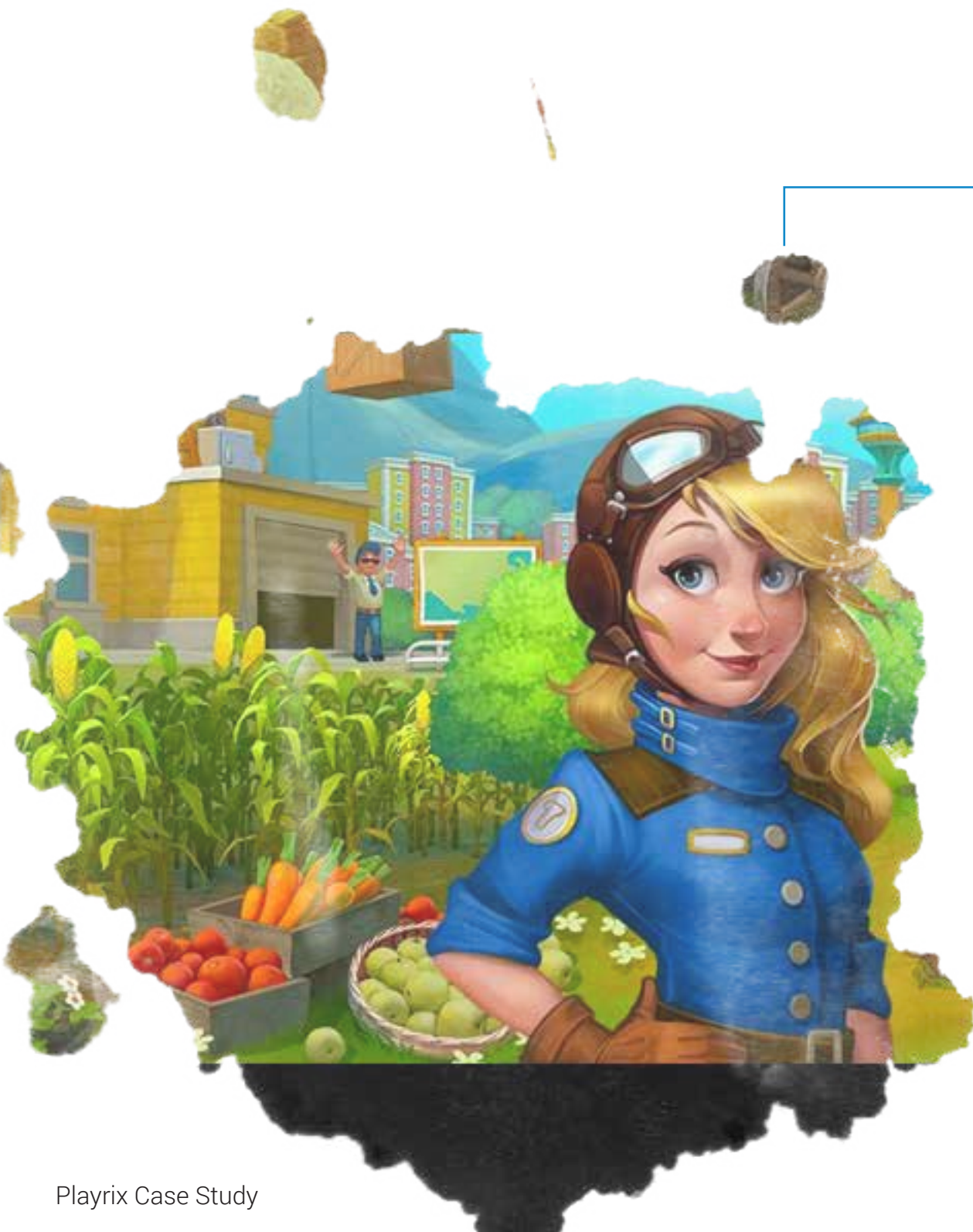


# PLAYRIX REACTIVATES DORMANT PAYERS WITH INMOBI REMARKETING

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Playrix is a mobile game development company founded in 2004. With several award winning titles Playrix has consistently been among the Top 50 Grossing Apps for iOS and Google Play since their release.



## REAL RESULTS

200%

Higher ROAS than target

50%

Unique users reached

5X

Higher engagement on video\*

## TESTIMONIAL

*InMobi has been highly efficient in delivering user acquisition and retargeting campaigns while meeting our performance expectations – consistently driving quality users across the funnel to engage in the app and drive in-app purchases for us.*

-  
**Playrix Team**

## THE CHALLENGE

As an award-winning game developer, Playrix was looking for a performance marketing partner to reactivate dormant users (lapsed payers) who have not made a purchase (IAP) in the app for a while. With a successful history of driving high-quality user acquisition with InMobi, Playrix was hoping to drive global reactivations across Android and iOS smartphones using InMobi's remarketing platform.



# THE INMOBI SOLUTION

1

Reaching over 50% unique devices, InMobi retargeted users across 10 major geos including USA, United Kingdom, China, Indonesia and Singapore, with 45 million impressions during the campaign period.

2

Leveraging the combination of Dynamic creatives and real-time bid optimization, InMobi delivered **2X higher ROAS** than expected on campaigns for multiple Playrix titles such as Fishdom, Township and Gardenscapes.

3

With interactive ad formats such as video and carousel, the campaign saw **4-5X higher user engagement** when compared to non-interactive formats.

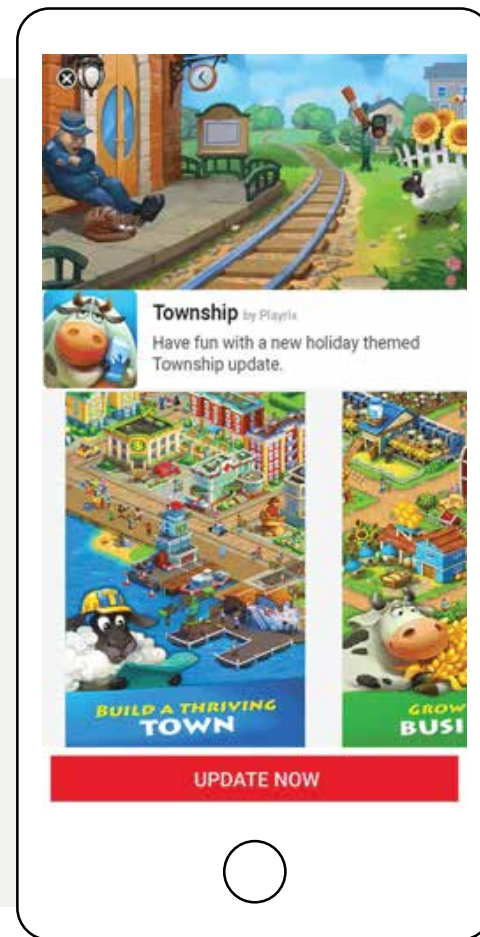


# CREATIVE STRATEGIES USED

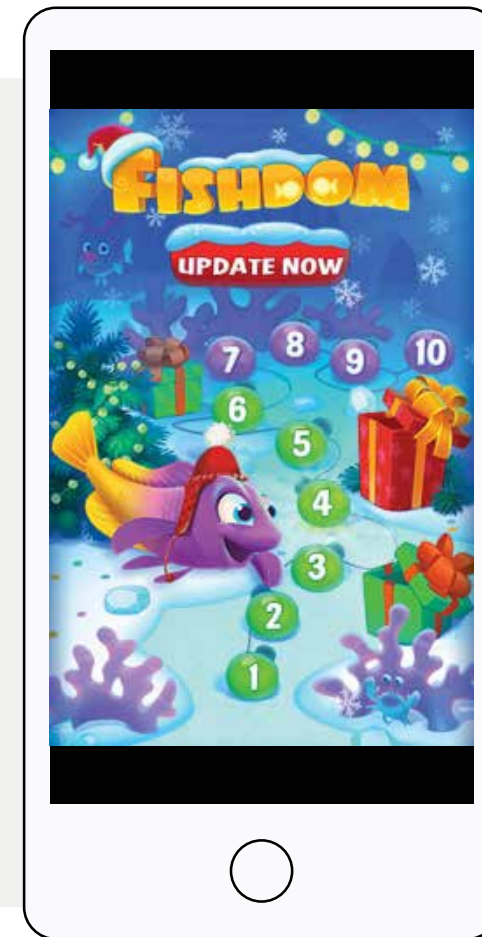
Playrix leveraged video, native and carousel ad formats to drive re-engagement.



*Dynamic Ad  
(carousel)*



*Retargeting Video  
Ad Unit*



*Full-Screen  
Interstitial*

# INMOBI REMARKETING

How does it work?



## Dynamic Audience Builder

Accurately track and target users based on their ever-changing states in the consumer lifecycle on mobile. Retarget app users in real-time based on in-app activity, purchase history and other personalized attributes



## Dynamic Creative Optimizer

Leverage the combination of custom templates, personalized messages and rich creatives for delivering personalized messaging and recommendations to users; maximizing conversions.



## InMobi Smartbidder

Efficient remarketing spend with optimal bids for each user based on the advertiser's goals. Accounting for over 50 attributes and post-click events, the SmartBidder computes the best bids for maximizing returns.