**YOU·APPI** + **STAR TREK™ TIMELINES**

CASE STUDY: **RETARGETING**

# Tilting Point more than doubles goal, reaching 215% ROAS

Star Trek Timelines is the ultimate sci-fi and role-playing mobile game where users can battle opponents while immersing themselves within the many Star Trek universes.

This game brings together the heroes and villains of Star Trek that we all know and love and puts players into a competition for the galaxy. Players experience epic combat in this Star Trek strategy game!

# Challenge

Tilting Point's goal is to increase overall retention in their Star Trek Timelines game.

Because Star Trek is a popular brand with a loyal fan base, it is important to ensure that advertising content is consistent and on brand. Pushing out classic and unique characters on assets is crucial when engaging with this user base.

# Solution

For both iOS and Android, YouAppi tested and found the best performing segments by targeting paying users with different times of inactivity.

The three top performing segments are:
- Users who made a payment in the last 30 days, that have not opened the app in the last 3 days.
- Paying users (iOS and Android) who made a payment in the last 90 days, but not in the last 60 days, that have not opened the app in the last 3 days.
- Android paying users who opened the app in the last 15 days, but not in the last 3 days.
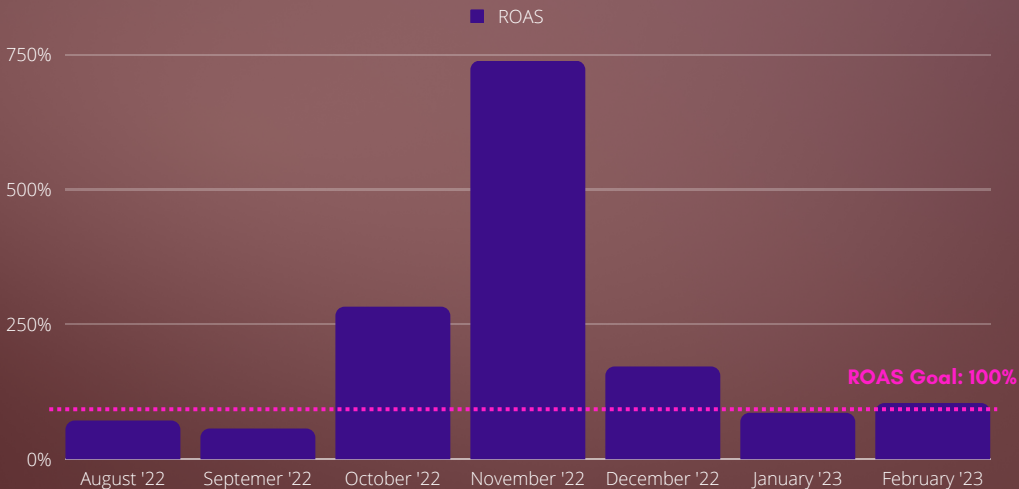
# The Results

**With a ROAS goal of 100% on Day 30, YouAppi's Retargeting product more than doubled the goal with an average ROAS of 215.08%!**

By segmenting paying users who have not been active in the app in a significant amount of time, YouAppi was able to increase Star Trek Timeline's user sessions drastically. The campaign consistently performed well above the ROAS goal, bringing in consistent and loyal users for Tiling Point's Star Trek Timelines game.

This campaign's success can be attributed to A/B testing multiple segments, and drilling down into each segment specifically with optimizations. This along with the strategic dedication to campaign success by the laser focused campaign management team led to surpassing averaged ROAS goals.

Retargeting campaign achieves an average ROAS of 215.08%

■ ROAS

| | August '22 | September '22 | October '22 | November '22 | December '22 | January '23 | February '23 |
|---|---|---|---|---|---|---|---|

ROAS Goal: 100%

YOU·APPI

YouAppi's retargeting DSP put your app where you want it – top of mind. Get a tailored approach with flexible integrations, optimizations, and transparent reporting going beyond downloads.

## Make your app matter

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