exmox

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Carry1st

How Exmox became the #1 network overall for Carry1st in DACH & UK while doubling ROAS and achieving record high retention rates

CHALLENGE

Carry 1st partnered with exmox to rapidly scale and grow Mergedom while rolling out monetization strategies that could drive profitability in a short period of time. Early-stage engagement in Mergedom was strong, but late-stage conversion lagged. We focused on refining the user journey and rewards to boost late-game engagement while maintaining strong ROAS performance.

#1
network
in DACH & UK

100%
over D7 ROAS
targets

SOLUTION

Together with the Carry1st team, exmox put together a set of user flows that focused on player engagement. These flows were built to promote long-term player retention, which positively impacted the overall quality. Additionally, short-term events packed with valuable rewards were introduced. These events created momentum for user engagement, which led to noticeable boosts in activity, player retention, and ROAS.

RESULTS

By carefully monitoring and optimizing the reward flow, we struck the perfect balance between user engagement, progression, and purchases. This resulted in exmox ranking as the #1 network across all traffic sources in the DACH region and the UK, and among the top 5 worldwide. Our strategic efforts drove impressive results, with Day 7 ROAS doubling on iOS and exceeding targets by 50% on Android.

These initiatives led to Mergedom achieving its highest-ever Day 1 retention and the second-highest Day 7 retention across all networks – clear indicators of improved player engagement and long-term user loyalty.

"Exmox has been a true extension of our UA team – their professionalism and dedication, combined with our shared strategic approach, have made collaboration seamless. Not only have they delivered impressive results for our game, but their keen eye for detail and strategic approach have truly set them apart. We value our partnership with Exmox and look forward to achieving even greater success together."

Ayush Srivastava
Senior User Acquisition Manager