exmox

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Brain games

How exmox boosted user retention rates for Mad Brain Games' Word Farm Adventure

CHALLENGE

Mad Brain Games and exmox partnered together to increase retention rates on Word Farm Adventure. User retention rates are an important KPI for Mad Brain Games since they are dedicated to only releasing free-to-play apps – and their monetization model relies mainly on in-app-ads revenue.

SOLUTION

In order to support Mad Brain Games with achieving higher retention rates, exmox developed a customized reward flow for Word Farm Adventure. Users were kept engaged by lightly incentivizing them in DACH, the U.S., and the U.K. on both Android and iOS. Following high conversion rates on the deepest level the campaigns offered, the strategy was further optimized to extend the flow to a deeper level.

D1 retention goal exceeded by **32%**

D7 retention goal exceeded by **33%**

RESULTS

Exmox was able to exceed the KPIs of Mad Brain Games, with the long-term retention rates from our rewarded play apps being one of their highest iOS performing campaigns.

Exmox continues to be Mad Brain Games' leading choice for increasing retention rates, being one of the highest ranked networks in terms of retention rates and driving overall higher ad revenue for Mad Brain Games.

Due to the success Mad Brain Games experienced using exmox's rewarded engagement platforms, the scaling process continues in existing geos and a new title was launched on exmox's platforms, Word Madness.

"Mad Brain's rapid growth has been fueled by our partnership with exmox, specifically because they feel like an integral part of our UA team — not just an external partner."

-Itay Milstein, VP of Marketing