



How exmox became #1 incentivized partner in UK, DE, CA for Paxie Game's Merge Studio: Fashion Makeover

CHALLENGE

Paxie sought a partner to expand market share in key regions, including the US, UK, Germany, and Canada, where they already had a strong presence. Their goal was to collaborate with an incentivized partner who could deliver substantial volume, stable growth, and high-quality results.

SOLUTION

Exmox partnered with Paxie to design a tailored full-cycle reward flow with deep events, driving growth in user retention and performance. Refined reward structures attracted high-quality users, aligning with retention and LTV goals. Alongside level-based progression, strategic purchase options enhanced player experience, boosting retention and performance.

Continuous conversion monitoring and funnel improvements delivered additional uplift in performance, supported by a collaborative flow analysis ensuring seamless progression.

#1
rewarded
partner in the
UK, DE, CA

#3
rewarded
partner in
the US

30%
higher retention
and ARPU
compared to
similar partners

RESULTS

With the implementation of customized reward flows and sustainable performance-based scaling, Exmox became the #1 incentivized partner in the UK, DE, and CA by volume in October 2024, and achieved #3 in the competitive US market.

Exmox campaigns delivered 50% higher LTV and 40% higher retention than other networks, driving Paxie's expansion in target geos.

Performance consistently met Paxie's expectations, exceeding them by 25-30% during peak weeks in October. Custom funnel events, enhanced with deeper events and special purchase bundles, significantly boosted player retention and sustained engagement, fostering a more loyal and profitable player base over time.



“Exmox has been a game-changer for us, consistently delivering high-quality users with exceptional retention rates. Their performance has played a crucial role in driving our growth, and this success has been invaluable to our journey. We’re excited to continue scaling our efforts together!”

- Ecem Kaya, Growth Manager