



How exmox scaled Playrix's apps while achieving double of the ROAS D30 targets for Gardenscapes

CHALLENGE

A common challenge with every incentivized network Playrix worked with was maintaining ROAS goals and KPIs while sustaining substantial growth. Playrix wants to keep players in the game as long as possible, even after the end of the reward flow. Playrix and exmox partnered together to help scale their titles while generating long-term retention and ROAS results.

SOLUTION

Exmox's extensive experience with crafting custom reward flows, designed to engage the user beyond finishing the reward flow, was the perfect starting point to support Playrix in their impressive growth. While early indicators like D7 and D14 results are useful, they don't always ensure continued growth in later periods such as D30 and D60. It was crucial for exmox to adopt a strategic approach for long-term user engagement that would support Playrix in breaking even on their ad spend within the desired timeframe and beyond.

#1

rewarded
network in
Germany

#3

rewarded
network in
the U.S.



Scaled volumes
10x
within **3 months**
while
continuously
overachieving
ROAS goals

SOLUTION

For each title, the account management team created an individual reward flow and approach based on the app's setup and KPIs to ensure the best results. Regularly analyzing D30, D60, and earlier cohorts allowed exmox to find the optimal reward flow to maximize long-term results. This approach resulted in a successful testing period, and all apps were launched on all exmox reward platforms and geos.

RESULTS

The success of the partnership between Playrix and exmox was evident from the start, with Playrix launching 4 of their flagship titles with exmox in all geos and on both Android and iOS in just a 2 month period.

Exmox contributed significantly to all titles, generating over 3k installs a day for individual titles. Throughout the scaling process, exmox overachieved the ROAS goals monthly.

Playrix's D30 ROAS goals were doubled on iOS for Gardenscapes. The combination of overachieving on ROAS while sustaining a healthy revenue per impression (RPI) contributed to exmox becoming Playrix's #1 rewarded network in Germany and #3 rewarded network in the U.S.



"We highly value our long-term partnership with exmox. Their personalized approach, transparency, and service level are unmatched, and on top of that, they provide impressive volumes with strong performance."

-Victoria Kuleshova, Business Development Director

