exmox
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SUPER FREE GAMES

How Exmox Became Super Free Games' Third-Largest Network With 25% Higher D7 ROAS vs. other Networks

CHALLENGE

Super Free Games partnered with exmox to scale their user base and ensure long-term retention across their portfolio, including Word Collect and Word Nut, while achieving significant growth. Their main focus was driving long-term user engagement and revenue without compromising performance, with Word Collect as their main focus for scaling.

#3
network overall

25%
higher D7 ROAS

SOLUTION

Exmox developed a tailored strategy and reward flow for each game, engaging users in key markets (DACH, U.S., U.K.) across Android and iOS to ensure long-term engagement and ROAS. Close collaboration, daily check-ins, and data-driven optimizations ensured the strategy remained effective, with a focus on identifying the most effective game levels to integrate into the reward flows, driving both short-term and long-term engagement.

RESULTS

Following the implementation of exmox's custom reward flows, the collaboration proved highly successful. Among their top 5 spending networks, exmox achieved the 2nd highest D7 ROAS, outperforming networks ranked #3–#5 by 25%. Exmox ranked as the third-largest network overall for Super Free Games.

Word Collect saw remarkable performance, with its D7 retention rate averaging over 25% higher than the retention rates achieved through other networks. This remarkable result solidified exmox as Super Free Games' top choice for driving user retention and scaling their gaming portfolio.

"Super Free Games' growth with exmox has been exceptional. Exmox has always been one of our top choices for testing new games because we truly value the seamless workflow we have with them. Their performance, professionalism, and responsiveness – paired with their unwavering dedication and keen attention to detail – continue to impress us. This year, we've already achieved remarkable scaling, and their D7 retention rates exceeded our expectations – doubling compared to other networks."

Antella Yu
User Acquisition Lead

Exmox is an engagement-driven UA provider, helping gaming advertisers scale their user base through a multi-reward engagement system on both Android and iOS.

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