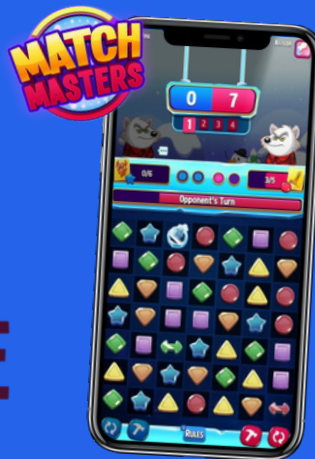


exmox x CANDIVORE



How exmox improved long-term ROAS and ARPU on Candivore's hit title Match Masters

CHALLENGE

While user acquisition proved to be no problem for Candivore, they encountered a common challenge for mobile games acquiring users through offerwall and rewarded engagement platforms. In these ad formats, players start out very engaged to earn the rewards but developers are soon faced with a drop off after users aren't rewarded as consistently anymore.

SOLUTION

Unlike most rewarded engagement formats, exmox designs custom reward flows for users. Combining a deep understanding of user behavior and the Match-3 genre, a reward flow was created in which users are gently incentivized for playing while simultaneously encouraging a habit of playing long-term.

+8%
D7 ROAS

+15%
D30 ROAS

400k
installs

**#1 network in
Germany**
Q4 2023

**3x average
monthly volumes**
by end of campaign

RESULTS

With the help of customized reward flows that focused on maximizing ROAS and retaining users long-term, Candivore noticed a sustained upward trend in ROAS, ARPU, and retention rates through exmox's platforms. At days 7 and 30, retention rates continued improving and installs were on the rise.

In the first six months after launch, scale increased by 20%+ month-over-month. Exmox's user acquisition solution supported Match Masters to the point of becoming Candivore's biggest channel in Germany on iOS. Additionally, exmox is Candivore's second biggest channel worldwide on iOS.



"From the beginning exmox impressed us with their scaling potential. After consistently performing above our goals, they ended up becoming our biggest network in DE in Q4'23."

-Shiri Schulman, UA Manager at Candivore

