

exmox x Bagelcode



How exmox overachieved Bagelcode's D30 ROAS goal by 140% while scaling volume 6x

CHALLENGE

Bagelcode sought **expansive volume growth** for its social casino games while simultaneously boosting ROAS and retention rates. With custom reward funnels and highly engaged users, exmox's app discovery platforms proved to be the perfect solution for this challenge.

SOLUTION

Exmox needed to create a reward flow that would not only **deliver the right results short-term, but also ensure long-term user engagement**. Exmox launched its customized campaigns across geos, with carefully refined initiatives to **not only amplify ROAS long-term but also drive substantial revenue growth**.

140%
above D30
ROAS goals

6x increase
in volume

58%
exmox uplift in
D30 retention

RESULTS

Bagelcode's titles ended up experiencing a significant surge in volume thanks to exmox's platforms, which have **large communities of social casino game enthusiasts**.

From Q3 '23 to Q4 '23, Bagelcode's titles grew threefold in volume, followed by another remarkable doubling of volume between Q4 '23 and Q1 '24 – all while exceeding ROAS goals.

During Q1 '23 alone, Bagelcode tripled its monthly volume in DACH, with exmox's platforms contributing to half of this achievement. **On average, exmox is 140% above Bagelcode's D30 ROAS goal on iOS.**



"Exmox is a truly valuable partner for Bagelcode, providing premium traffic with highly engaged users, notably in Germany where they helped Club Vegas grow into a top 5 social casino game in Q1'24."

Julian Bacquet
Senior Media Buyer at Bagelcode



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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