



## How Zynga Poker's ROAS and ARPU Nearly Doubled With Exmox

### CHALLENGE

Zynga Poker launched across exmox platforms and geos in early 2024 as one of many titles exmox collaborated on with Zynga. The game showed fast progression through its levels, which led to impressive early engagement and required additional events to be implemented to improve long-term player retention.

### SOLUTION

Exmox worked with Zynga to strategize on solutions that would ensure stable retention and growth. After the initial testing phase, additional events were introduced that would drastically extend the user journey. Exmox designed this flow adjustment to encourage continued player engagement and optimize both short- and long-term progression.

**Doubling**  
ROAS & ARPU

**Significant**  
increase in  
LTV


## RESULTS

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Custom reward flows tailored for Zynga Poker leveraged data insights to double ROAS and ARPU. This approach enhanced the user experience while driving growth across key metrics – D7, D30, D60, and beyond – enabling the game to scale effectively.

The new flow drove substantial improvements in ROAS and ARPU metrics, with both nearly doubling across D7, D14, and D90, showcasing consistent growth over time. Exmox's optimizations also contributed to a significant increase in Zynga Poker's LTV, achieving its highest values compared to similar rewarded networks.

Exmox successfully adapted and optimized strategies that aligned with Zynga Poker's goals, and delivered a highly-engaged, long-term user base allowing continuous growth and scaling.



**“We’ve been impressed with exmox’s commitment to finding the ideal setup to grow our user base and to engage our users long-term. We look forward to continuing our successful partnership.”**

Vishnu PB  
User Acquisition Manager



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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