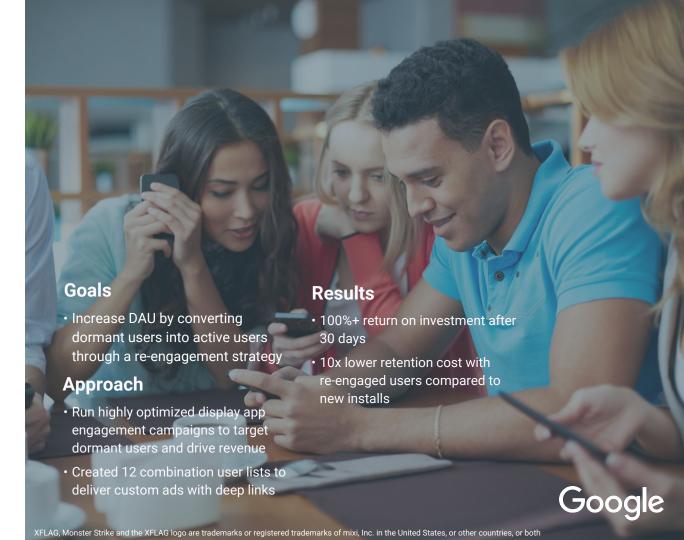
## Mixi XFLAG STUDIO lowers their costs by re-engaging dormant users with smart messaging

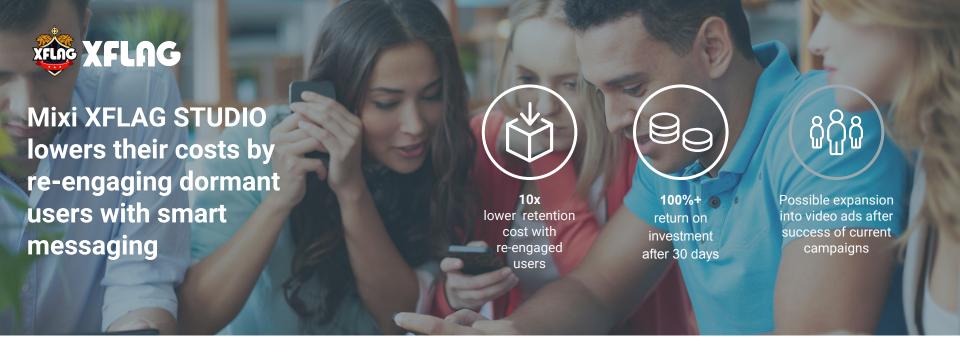
"We realized that by re-engaging dormant users, not only could we increase the number of active users, but also improve the cost of our acquisitions. Google's options let us utilize re-engagement campaigns to successfully target these users with messages suitable to their context to promote our games."

- Yuji Matsuo

Planner, Ad Tech Studio, Mixi XFLAG STUDIO







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10x

lower retention cost with re-engaged users 100%+

return on investment after 30 days

Google