

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



Goals

- Increase DAU by converting dormant users into active users through a re-engagement strategy

Approach

- Run highly optimized display app engagement campaigns to target dormant users and drive revenue
- Created 12 combination user lists to deliver custom ads with deep links

Results

- 100%+ return on investment after 30 days
- 10x lower retention cost with re-engaged users compared to new installs





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Possible expansion
into video ads after
success of current
campaigns

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