

Remerge Case Study



Product Madness benefits from 27% more purchases and 30% lower CPA with Remerge's Facebook dynamic performance ads.

-30%
Lower CPA

+27%
Purchases

"Facebook is a really important channel for us, that's why we partnered with Remerge to expand our programmatic campaigns to increase performance whilst keeping cost down. Their unique technology in segmentation synchronization, coupled with their expertise and support have significantly lowered our CPA and saved us a lot of time and effort."

Justin Neustadter | Mobile User Acquisition Manager



2M+ MAU



Global playerbase

The Background

Product Madness is the leading mobile social casino operator globally, with an award-winning catalogue of games that have engrossed players worldwide since the company's inception.

Acquired by Aristocrat in 2012, the companies collaborated and pooled their knowledge to release their hit slots game, Heart of Vegas to instant success. Product Madness began working with Remerge in 2015 to re-engage their high-value users and thanks to Remerge's advanced retargeting solution, they saw an 18% uplift in purchases and a 13% uplift in engagement.

After their success with their programmatic campaigns, Product Madness wanted to expand their programmatic retargeting campaigns to Facebook with Remerge's new Facebook dynamic performance ads to ensure precise and accurate retargeting on Facebook in real-time.

The Goals

Drive additional purchases,
to lower the CPA.

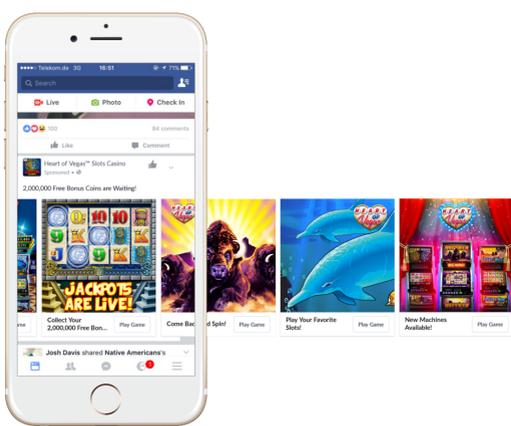
The Strategy

Product Madness benefited from Remerge's extensive experience working with mobile gaming developers to re-engage their app audience.

To extend their programmatic campaigns, Remerge synchronised Product Madness' audience segments in real-time with Facebook. The minimal effort required allowed Product Madness to get started within one day.

Built in collaboration with Facebook, Remerge's unique audience segmentation capability consolidates engagement insights from both the programmatic and Facebook campaigns, thus radically increasing bidding & targeting efficiency. The dynamic synchronization has been designed to eliminate lag or waste - allowing Product Madness to benefit from the increased accuracy.

Display banners were shown in real-time on Facebook to users across the US and Australia.



Creatives & Deeplinks

Product Madness wanted to re-engage their high-value users by promoting their special offer of 2 million free coins in their creatives. In order to encourage higher engagement amongst users, Remerge also recommended that they combine this offer with game specific images for maximum impact. The carousel ad format on Facebook allowed Product Madness to show multiple images at once, showcasing their unique themed graphics.

Having selected the audience drawing on demographic and behavioral data, the customized banners were coupled with a deep link sending users from the banner directly to the dedicated promotional page within the app, seamlessly delivering on the promotion and encouraging longer user sessions.

The Results


-30%
Lower CPA


+27%
Purchases

Want to hear more about how we could improve retention
& performance for your app? [Get in touch!](#)

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