

Betting on the right re-engagement strategy

+15%*

revenue generated in Q3 vs. Q1

*2019

“We were looking for the partner with whom we can safely share insights and get profound recommendations based on data. UA is very important, but unless you retain users, you can end up in huge wasted costs and unearned revenues.”

Andrea Fuertes/ Marketing Manager @Orange Games



Welcome to the Wild West

Governor of Poker 3 is the third iteration of Orange Games' hugely popular Texas hold 'em style Governor of Poker series. In this multiplayer game, players are invited to conquer the Wild West with their poker skills. Rookie players start battling other players in smaller tournaments, leveling up to progress into larger, more important tournaments as they improve. Known for its unique art style and simple interface, Governor of Poker 3

is loved by players around the world, racking up millions of downloads in its first month.

After the success of their UA campaigns, Orange Games needed a way to keep their paying active users engaged and spending in the app. They wanted to encourage payers to purchase again and to convince non-payers to complete their first purchase.



Their Goals

01

Boost revenue through in-app purchases

02

Increase ROAS

Our Strategy

Audience segmentation

In close partnership with Orange Games, we refined the audience segments to target most relevant users. We started out by targeting both payers and non-payers, analyzing user behavior to determine which users were more likely to become payers.

Reducing the re-engagement window

Then, we conducted studies into both player lifetime value (LTV) and into the ideal re-engagement window. Even though it meant more work for us, we recommended that Orange Games reduce the re-engagement window to get a more accurate view of performance.

Creatives

Our in-house design team developed custom creatives for payers and non-payers, and A/B tested every creative for optimal performance. The creative team started with a mix of interactive rich media and video ads to highlight the key features of the app and limited-time offers. As the campaign developed, we experimented with playable and interactive carousel ads featuring hats and other accessories to encourage players to come back and customize their avatars.



The Results

+15%*

revenue generated in Q3 vs. Q1

Ready to try your luck?

[Download Governor of Poker 3 Now](#)

