



Enrich your audience with high LTV users on **Facebook Instant Games**

How to engage high LTV users on Facebook Instant Games

Margot Miller

Streaming platforms such as Facebook Instant Games have made gaming more accessible to audiences outside the app or desktop universe. Users are able to play via Facebook Instant Games instead of downloading another app. However, focusing on only one channel to target new users for these games can mean missing out on a huge audience willing to play your titles. Adikteev's solution can take your Facebook Instant Games campaigns to the next level, helping you generate traffic and revenue for your streaming games.

Streaming offers an opportunity to recoup lost iOS revenue

If you're a gaming app publisher, you've no doubt begun looking for ways to mitigate losses before Apple's ATT framework takes full effect this spring. We've been watching the evolution of iOS 14 carefully, and marketers need to get creative when it comes to retaining their high value users through new channels. Shifting your efforts to streaming from iOS may be one way to do this.

Streaming allows gaming publishers to target users based on user IDs rather than device IDs such as IDFAs or GAIDs. By focusing on those users who are streaming your game over users running it on an iOS app, publishers may be able to make up for revenue that will be lost once Apple's ATT framework is fully in place. In addition, streaming generates brand new lines of revenue via new platforms such as Facebook. Not only can publishers create a new channel for re-engagement and user acquisition, but it will also trigger new monetization opportunities by accessing new stores and unlocking new potential business models.

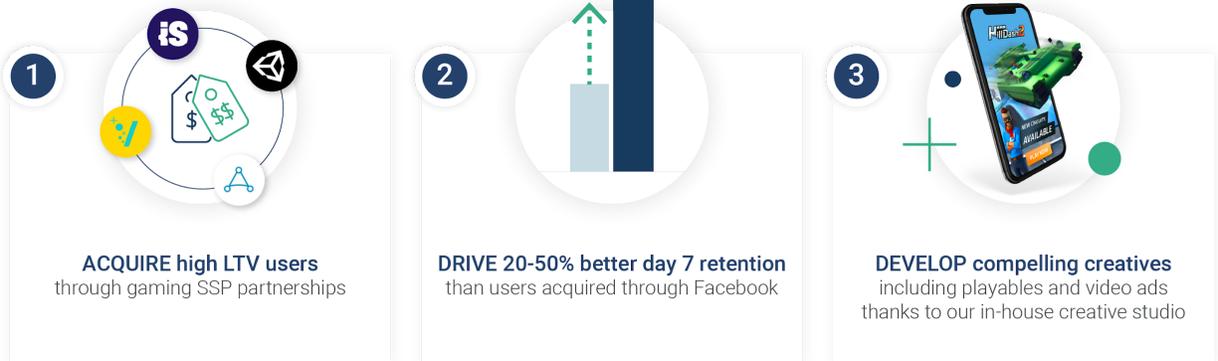
How to make the most of your Facebook Instant Games audience

Hosting games on the Facebook Instant Games platform allows gaming publishers to have access to **a large group of logged-in users** looking to play with friends using the same platform. Users can be targeted via the Facebook ecosystem to drive conversions and acquire new players.

But by only using Facebook and not running a targeting service alongside it, publishers are missing out on users that may be interested in playing. Facebook **does not predict the lifetime value (LTV)** of potential users outside of Facebook in order to find high value players to launch your game or increase your user database. We've developed a service to help streaming publishers identify the LTV of potential players to help grow their game's audience.

Level up your revenue and target high value users

Adikteev is now offering a streaming user engagement technology that's meant to help publishers make the most of their audience on Facebook Instant Games or any other game hosting service. Publishers running games on FBIG haven't yet had a reliable way to measure **the LTV of potential users** outside of Facebook and target them with acquisition campaigns. We aim to help gaming publishers acquire high LTV users, drive 20-50% better day 7 retention, and develop compelling creatives.



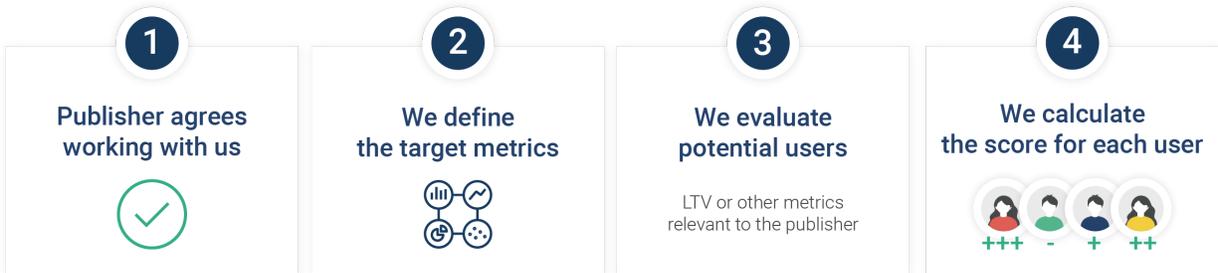
Our bidding strategy focuses **exclusively on gaming SSPs**. Since your ideal user is likely to already be playing games, it makes sense to target only those users who are likely to launch your game. This will avoid wasting budget on targeting the wrong users, or users who will never convert.

We have a long, positive track record when it comes to targeting app users and preventing user churn. When it comes to day 7 retention, our service **performs 35% better** than Facebook's acquisition tools.

Finally, we've established ourselves in the industry as a leader in creative design. As a re-engagement partner, we have a long track record of developing in-house creatives for gaming publishers of all kinds. Our playable and video ads are proven **to drive revenue and user engagement**, and we're excited to be branching out into the world of streaming.

How does it work and why use it?

Once a publisher starts working with us, we define the target metrics for their campaign, such as LTV, retention likelihood or any other benchmark. Then we evaluate potential users for these metrics through bid requests. These users are given **a probability rating** or score, which allows publishers to predict which users will be right for their app. Finally, we set the machine learning algorithm to optimize for this target and run the campaign. We don't rely on IDFAs or GAIDs, only on logged-in user data from Facebook.

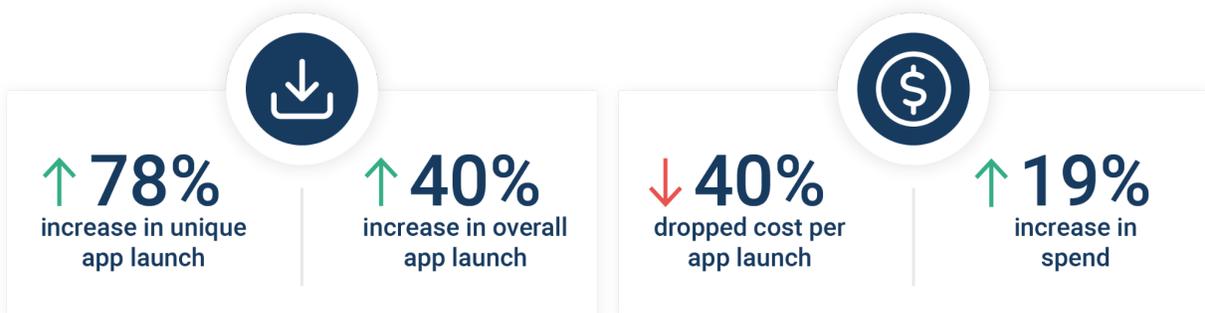


By scoring potential users, our machine learning technology offers results that publishers can actually rely on, rather than just depending on instinct and guesswork. Publishers are able to target users that play other, similar games in order to turn them into players on their Facebook Instant Games titles.

Real results

At Adikteev, we've already started teaming up with **leading Facebook Instant Games publishers** to get some real visibility about our streaming user engagement technology's efficacy.

After working with us, one of our clients streaming on Facebook Instant Games found that both app launch rate and unique app launch rate continued to increase week over week after implementing. From campaign start to now, we saw **a 78% increase** in unique app launch rate, from 7% to 12.5%. The overall app launch rate saw a 40% increase, from 9% to 15%.



Cost per app launch dropped by more than 40% from campaign launch to now, and spend has increased by about 19%.



If you're looking to **boost revenue, engage new users, and get better visibility** of your high value users on Facebook Instant Games, get in touch with our experts to see how our streaming user engagement technology can help.



Target high value users to level up your Facebook Instant Games

Get in touch