



Put your
retargeting
partners to the
test



Why run a H2H with your retargeting partners

Margot Miller

Since the beginning of this year, Adikteev has won 80% of head-to-head competitions against other retargeting partners! But what is a head-to-head and why run one? Here's a breakdown of the purpose of pitting two retargeting partners against one another, and why app marketers should consider running a head-to-head with their re-engagement partner.

What is a H2H and how does it work?

A head-to-head (H2H) competition pits two or more re-engagement partners against one another to determine which suits an app marketer's needs the most. After setting one or two clear KPIs, the tests are run with identical audience parameters, although not the same users to avoid any conflicting attribution. There should be at least 3 groups: the two test groups (one for each retargeting partner or more if there are multiple), and one group that is the control group. The control group will not be targeted by either retargeting partner, and it will serve as the reference group to measure incremental performance when an audience is exposed to re-engagement ads served by your re-engagement partner. It should be monitored by the app marketer to keep the results of the test unbiased. This is especially true if one of the KPIs is incrementality. Learn more about why incrementality could be an important metric for your campaigns [here](#) and how to set up an incrementality experiment.

All user groups must be homogenous in their behavior in order to prevent anomalies between the results and unfair competition. User groups can be split through your MMP, or by splitting the user IDs based on the last digit. Often the split is done 40% one vendor, 40% the other vendor, and then 20% control.



In addition to KPIs, it's essential to define your budget and ensure that all participating retargeting partners spend the entire amount allocated to them for the campaign. This ensures that the retargeting partners are targeting a sufficient number of users in the test groups, and providing a clear picture of how they will perform when dealing with your whole app audience. For example, great performance with 10% of the budget spent is easy to achieve for a retargeting partner because they are targeting a smaller group of



users, and may be focusing only on the users with high performance. Great performance with all of the budget spent will give you a better sense of how each partner will perform at scale across your entire app audience. By the end of the test, both partners should have spent about the same amount of budget.

Comparing performance between partners

Determining a winner will depend on your KPIs. Each retargeting partner is different, with different strengths and weak points. Since there's no one size fits all approach, it's important to choose the retargeting partner that most closely aligns with your campaign needs and which has performed the best according to your priorities.

As with any experiment, it's essential to maintain homogeneity throughout the test. Each retargeting partner participating in the H2H should target the same scope (same number of users), follow the same attribution rules, and spend the same amount of budget.

APP PUBLISHER REPORT - ROAS D7 ADIKTEEV VS. PARTNER B VS. PARTNER C Budget 50K / Target: ROAS D7				
	Allocated budget before campaign cost	Budget spent	ROAS D7	Audience split
adikteev	50k	50k	135%	33.3%
Partner B	50k	50k	110%	33.3%
Partner C	50k	15k	135%	33.3%

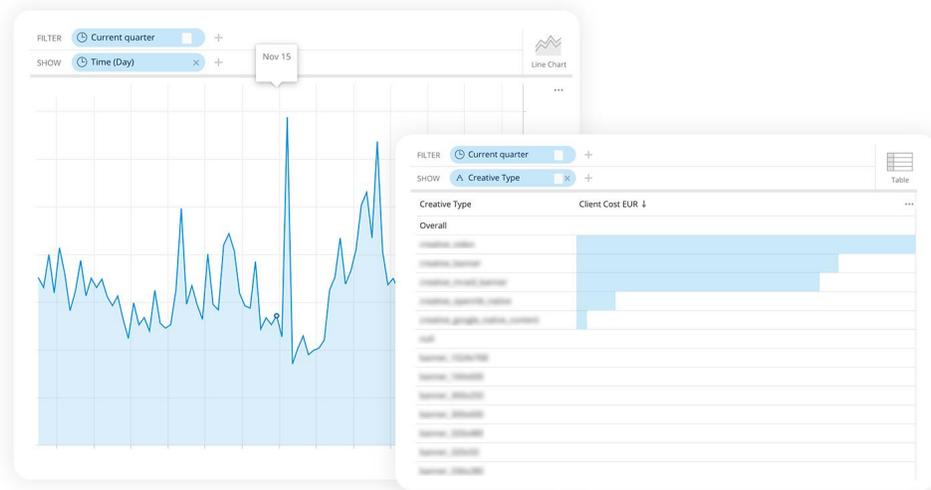
App publisher report for ROAS D7



For example, in the chart above, there are three retargeting partners participating in the H2H to measure D7 ROAS. Adikteev and Partner B both spent the same amount of budget, but Adikteev outperformed Partner B 135% to 110%. Partner C also had high performance at 135%. However they only spent 15K of a 50K budget. As we mentioned earlier, performing well and spending a smaller amount of budget is not indicative of how the partner will perform when targeting your app audience at scale. In this case, Adikteev is the clear winner out of the three.

In addition to performance, app marketers should consider qualitative criteria on top of the quantitative. This could be the level of service, and here a lot of variables come into play. As an app marketer, you're not only looking for a company to execute your campaigns, but a partner that will support you throughout the process on multiple levels from setup to analysis. Pay close attention to strategic recommendations and insights. Your partner should show a high level of expertise in re-engagement and come with tailor-made strategies and actionable recommendations that suit your goals.

Some partners can also offer a full support on creatives, including the creation of dynamic, rich media or playable ads for free. Some creative studios can charge up to \$20k for a single creative, so this is definitely an important factor.



Adikteev's real-time dashboard

Analytics is another key element. The basic necessities include a real-time dashboard where you can check your campaign metrics. But a trustworthy partner should also be able to provide automated reports if you need them. They should also be able to perform specific analysis or queries when that is necessary as well.

Why we're so successful

To sum up, the most important points to keep in mind when running a H2H are:

- All retargeting partners involved should be working with the same audience and spend the same amount of budget
- All retargeting partners should be optimizing for the same KPIs
- The test must be running simultaneously for all parties during the same period of time to avoid any seasonal impact.

Using too many partners for retargeting can take time away from your campaigns and actually make it more difficult to measure performance. Typically, apps have only one user base and having multiple retargeting partners can lead to self-competition. By choosing the best retargeting partner of the ones tested, app marketers can save time, avoid self-competition and monetize better with the best partner of the two.

We can't reveal all our secrets as to why we've won so many H2Hs, but besides often exceeding their KPIs, clients also point out the quality of our service, our custom approach, and our creative expertise. Before a new app publisher starts working with us, we provide a complementary pre-launch analysis or app audit to give them the clearest possible sense of their app audience. Our in-house creative studio develops custom creatives free of charge for our clients, capable of developing video and playable ads that are proven to significantly boost user engagement. We're also one of the most established retargeting partners in the business, and were the first to ever discuss **incrementality as an important metric** for campaign success. When it comes to performance, most of our clients praise our accuracy at predicting user value when bidding on impressions.

Ultimately the decision to work with one retargeting partner over another is quite unique to each company, as no two sets of needs are the same. But there's a reason why so many app publishers choose Adikteev over and over again, so why not find out why? Get in touch with our experts to see how we can help grow your business, and maintain an engaged user base for your app.



Learn more about how to optimize your retargeting campaigns

Talk with our experts