Rewardify

Rewardify Exceeds ROAS Goals by 30% with Fluent's Mobile UA Solutions

Cost per install campaigns drive 650% increase in app installs quarter over quarter

About

Rewardify is a California-based mobile game developer with free-to-play app titles. Building app experiences with real-money earning potential, Rewardify allows players to enjoy their favorite casual genres, such as match-3 and word puzzles, with the ability to win cash via sweepstakes and skill-based daily challenges.

- Founded: 2013
- HQ: San Francisco

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Challenge

Since inception, Rewardify has aimed to create the most trusted real money apps in the ultra-competitive free-to-play game market.

However, restrictions across major social platforms limited the Rewardify team's ability to achieve its user acquisition (UA) goals.

Seeking to diversify its growth strategy outside of mainstream social and video channels, Rewardify needed to find a scalable solution to drive strong engagement and retention for its Match to Win, Words to Win, and Lucky Match titles.

FLUENT

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Solution

To help Rewardify reach its target audience , Fluent launched cost per install (CPI) campaigns across two of its proprietary media properties – The Smart Wallet (TSW) and Flash Rewards. Offering simple solutions for consumers to earn, win, and save money,
Fluent's properties were a natural fit from an audience alignment perspective.

The Smart Wallet

INVENTORY TYPE: LISTICLE PLACEMENTS AND STANDALONE ARTICLE

Fluent created custom content pieces to highlight Rewardify's in-game features, educate consumers on the cash redemption process, and ultimately - drive installs.

Over the course of the campaign, Fluent tested media sources such as social media, paid search, and influencers to deliver quality traffic to Rewardify's app offerings.

Partnering closely with the Rewardify team, Fluent also created a dynamic bidding system based on article performance, helping to increase quality, mitigate costs, and drive positive ROAS.

Flash Rewards

INVENTORY TYPE: REWARDED OFFER WALL PLACEMENTS (MOBILE WEB AND APP)

To help consumers discover Rewardify's app titles, Fluent launched a series of offer placements across its marquee Flash Rewards app and mobile web experience.

Beyond driving app installs, Fluent also focused on downstream actions, rewarding users for continuous gameplay and engagement.

Optimizing for in-app purchase rates and level completion progression, Fluent continuously adjusted media composition and audience segmentation to help Rewardify reach its ideal users.

+30%
Above target for Day 30 ROAS

118K
New Users

650%
Q/Q Increase in Installs
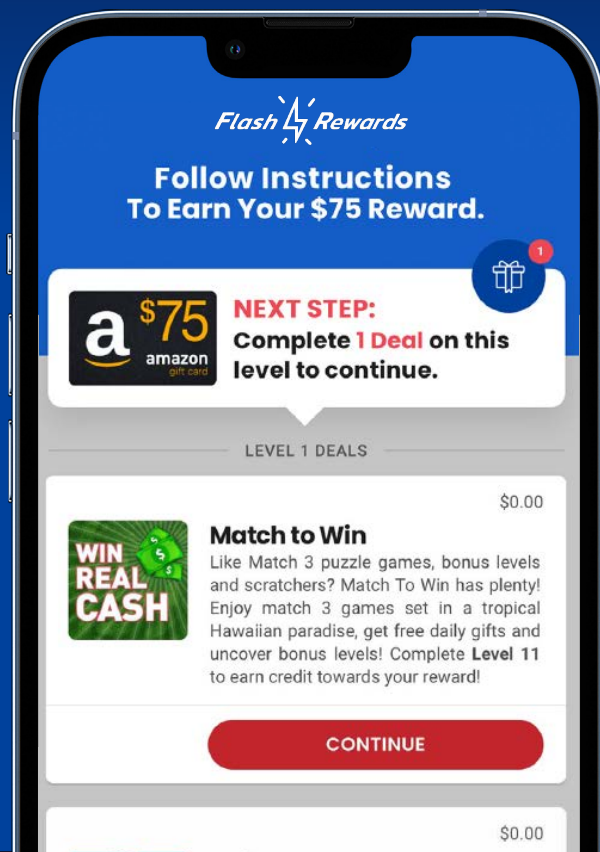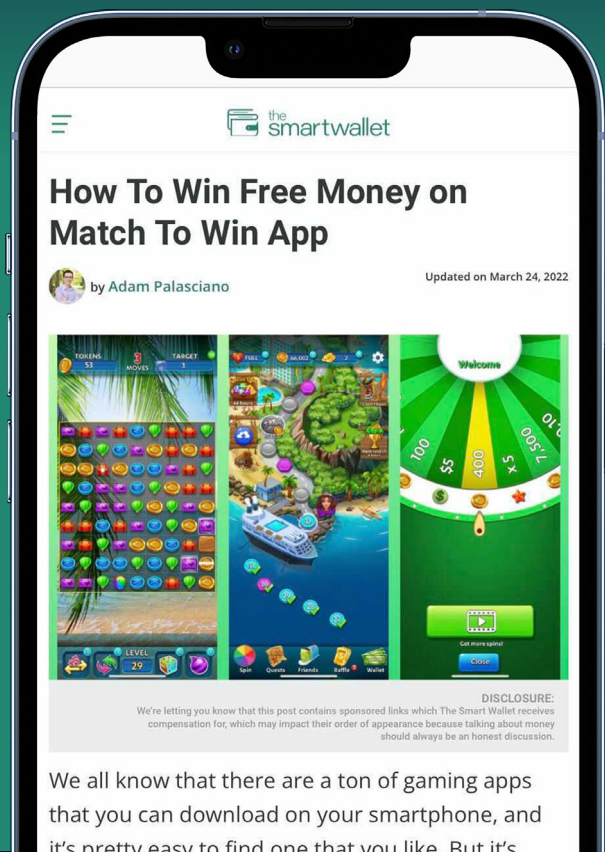
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Results

Fluent enabled Rewardify to reach its target demographic across a mix of content, mobile web, and mobile app inventory, exceeding Rewardify's day 0 ROAS goals by 23%, day 1 benchmarks by 20%, and ultimately surpassing its day 30 target on iOS by a full 30%.

Leveraging first-party consumer insights to inform targeting strategy and optimizations, Fluent also drove a 650% quarter-over-quarter increase in total installs via TSW, allowing Rewardify to grow its user base by a total of nearly 118K new users across both campaigns in Q4 2021.

Overall, Fluent's performance pricing model empowered the Rewardify team to test new media channels and offer placements, gather actionable insights, and acquire highly engaged users.

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Outside of basic optimization practices, the largest driver of success with Fluent has been communication with the team. Being able to dive deep, pivot, and pull back on spend or strategies has been keen to our success and relationship. This has been tremendously important when the Fluent team has presented opportunities to test and scale, as we both know we will watch closely each step of the way.

– **Dan Brosseau**, Director of User Acquisition, Rewardify

ABOUT FLUENT

Fluent, Inc. (NASDAQ: FLNT) is a global data-driven performance marketing company and trusted growth partner for leading brands. Experts in creating value for consumers, Fluent leverages its consumer database, digital media portfolio, and proprietary data science and technology to deliver outcome-based solutions for marketers. Founded in 2010, the company is headquartered in New York City.

Talk to the Fluent Team