

CASE STUDY

# A New Standard for In-App Retargeting

## Adikteev Boosting Revenue with Start.io's Data-Matching Capabilities



### About Adikteev

Adikteev, a leading digital marketing technology company specializing in mobile app retargeting and churn prediction, partnered with Start.io to precisely target a specific, well-defined audience at scale.

### The Challenge

Adikteev faced the challenge of creating highly accurate mobile audiences at scale. While many platforms can offer user segments, very few can do so while providing a secure, private environment. Adikteev was looking for a partner that could not only deliver quality audience segments but also ensure a high level of data privacy and security. Adikteev chose Start.io because of its unique ability to provide a scalable, vast in-app-driven audience in a contained environment, with unparalleled data-matching capabilities.

### The Solution: Start.io's Data-Matching Technology

Start.io's platform provides a powerful solution for marketers and ad platforms, such as Adikteev. Our technology provides access to thousands of user segments, from custom-defined audiences to a vast library of pre-packaged audiences based on shopping behaviors, demographics, product affinities, and more.

For Adikteev, our process was straightforward and highly effective:

- Secure onboarding**  
Adikteev securely onboarded their user data into our clean room, a secure, isolated environment.
- Precise matching**  
Our platform then performed a precise match-up between Adikteev's users and the relevant segments, all without exposing any personally identifiable information.
- Tailored audience creation**  
By leveraging Start.io's custom-developed segments and a clean room, Adikteev created tailor-made audience segments for its clients, greatly enhancing its unique offering.

### The Results

**01** The partnership with Start.io enabled Adikteev to expand its reach and improve the effectiveness of its campaigns, leading to significant growth and new revenue streams.

**02** Expanded Reach: The new user-based algorithm delivered a larger pool of matched users, enabling Adikteev's clients to achieve unique worldwide reach.

### Bottom line results:

#### Gaming app #01

Share of spend increased from  
**16% to 25%**

**35% increase**  
in campaign ROAS

#### Gaming app #02

Share of spend increased from  
**15% to 28%**

**12% increase**  
in campaign ROAS

#### Food delivery app

Share of spend increased from  
**8% to 17%**

**6% reduction**  
in campaign CPA

By leveraging Start.io's technology, Adikteev not only achieved its goal of precise targeting at scale but also created additional revenue via custom segments. This partnership sets a new standard for effective and secure in-app retargeting in the mobile advertising ecosystem.

## Ready to unlock a new level of precision and scale for your campaigns?

Contact us today to learn how Start.io's data-matching technology can help you achieve your marketing goals:

[marketing@start.io](mailto:marketing@start.io)