

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