



Chartboost DSP overachieves Tactile's ROAS target by 80% on Google Play and 30% on Amazon



Tactile Games makes some of the world's most recognizable Casual and Story-Driven puzzle games. Their top title, Lily's Garden, was released in February of 2019 on Google Play and iOS, and has grown to several million downloads. The company also released Penny & Flo recently. Tactile employs more than 200 people in Copenhagen, the United Kingdom and Tenerife.



CHALLENGES

Lily's Garden had reached maturity among its launch audience. For further growth, Tactile needed to expand its install volume, while meeting its day 7 ROAS goals and maintaining a stable CPI. In addition, the company's marketing team wished to cut down on manual tasks by using automation and programmatic buying.

SOLUTION

Tactile and Chartboost chose a multi-pronged approach to finding new players for Lily's Garden.

First, to secure new users, Tactile targeted additional tier 1 countries such as Japan, Australia, New Zealand, and the UK.

Second, the Amazon Appstore was added to the list: Chartboost is one of the strongest DSPs on the platform, and Amazon users often perform better than those from Google Play, for a similar or lower CPI.

Finally, the Chartboost team worked closely with Tactile to set up automation and optimize campaigns. Chartboost DSP's machine learning models began collecting user signals to find the value of each impression, while Tactile set a maximum CPI and flexible budget limits. These were informed by predicted LTV data and a day 7 ROAS model, which the DSP's machine learning changed adaptively to match the quality of incoming user cohorts.

RESULTS

From March to October of 2021, Chartboost DSP overachieved the day 7 ROAS target for Lily's Garden by 80% on Google Play, and by 30% on Amazon Appstore, and also met the installed volume goals. In response to these successes, Tactile's marketing team increased monthly ad spend by 2.3x on Google Play and by 2x on Amazon.

"Chartboost is one of our top user acquisition platforms. Applying bids programmatically through Chartboost DSP gives us buying efficiency, and helps achieve excellent long-term ROAS. In addition, the Chartboost team is highly professional and gives us many optimization suggestions."

– Eric Tournie, Performance Marketing Manager



Visit www.chartboost.com to learn more about in-app monetization and programmatic advertising.

