Yazdan Moayed

INDUSTRY SPEAKER · AD INSIGHTS PANEL

User acquisition *vs.* app retargeting

Pocket Gamer Connects Helsinki, 27 September 2022. How creative strategy, segmentation, deep linking and metrics change when the goal shifts from winning a new player to bringing one back.

Panel: “Inclusive Design: Designing Ads To Be an Exciting & Integral Part of Your Game” · Representing Remerge





ON STAGE

Ad Insights panel, Pocket Gamer Connects Helsinki · 27 September 2022

Yazdan Moayed (right), representing Remerge

THE CORE IDEA

UA wins *attention*. Retargeting wins *relevance*.

	USER ACQUISITION	APP RETARGETING
GOAL	Reach players who don’t know the game yet	Bring players back and turn them into payers
CREATIVE	Visual impact that breaks through: bold design, gameplay	The message matters more than the look: “Why should I return?”
MESSAGE	Broad and generic	Tailored to the segment and past behaviour
CTA	Install	Come back · Spin · Claim coins · Unlock your hero
LANDS ON	App store	In the app, where the player left off (deep link)

No-gos in retargeting: no deep links; reusing UA messaging for every segment.

What I shared *with marketers*

01

Segment first

No single ad fits the whole user pool. Each segment gets its own creative and message, ideally with real-time segmentation.

02

Time it with BI

Re-engage on day 1 after install, or after 4, 9 or 14 days of inactivity? Agree the window so organic returns aren’t credited to paid.

03

Give a reason to return

New events or characters, new levels or features, promotions, free coins to drive the first purchase, steady care for top spenders.

04

Measure beyond CTR

CTR shows whether design and segmentation work. Conversion rate and ROI show whether the campaign creates value.

05

Mix the formats

Video: highest CTR and scalable. Native: strong conversion and ROI, less scale. Banners in between. All formats also win more bid requests.

06

Remove friction

Deep link straight to where the player left off. No app-store badges needed: the user already has the app.



WHY IT MATTERS

From client rooms to *the industry stage*

The same practical approach I used with gaming clients (segmentation, creative testing, clear metrics) is what I brought to the panel.

01 Hypothesis-led creative testing

02 Downstream KPI discipline

03 Segment-specific messaging and deep linking

04 Cross-functional workflow with BI and Product

05 Clear executive communication