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PRE-SALES · RETARGETING DSP → USER ACQUISITION

Designing a UA test that *earns* scale

How I helped take a retargeting partnership with a top gaming publisher into user acquisition: test design, success metrics and shared risk.

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Remerge · 2022 · Client details anonymized

THE OPPORTUNITY

A strong retargeting partner, and *untapped* UA and iOS budget

The client was one of the platform’s top-5 gaming partners by spend, all in retargeting.

iOS was only 6% of its spend, against 24% for a comparable partner.

Post-IDFA, ID and no-ID traffic needed their own approach.

Three titles met the testing criteria for a UA pilot.

THE PITCH IN ONE LINE

Let us prove UA performance in a structured 8-week test, with shared risk and clear success metrics, before you commit budget.

THE TEST PLAN

Eight weeks, four phases, *one success metric each*

WEEKS 1–2

Set up and explore

ID-based MMP tracking; check technical fit live; find delivery patterns by supply partner, ad type and orientation.

Success: Installs and a down-funnel event

WEEKS 3–4

Improve returns

Use what we learned; A/B test the best source apps and look-alikes; optimise by OS, device, publisher, SSP, ad size.

Success: More daily conversions

WEEKS 5–6

Scale volume

Scale the attributes that drive returns and post-install activity; creative A/B tests on idea and CTA.

Success: KPIs trending to ROAS/LTV target

WEEKS 7–8

Evergreen

Combine all test results into the best-performing setup and run it steadily.

Success: Target CPI at scale, x days in a row

MAKING IT EASY TO SAY YES

Shared risk and *clear inputs*

What we offered	What we needed
Added-value budget to lower the client’s risk	Budget confirmation
Creative services: static, video and playable ads	Creative assets, including playables
Weekly or bi-weekly syncs on supply, creative and publisher insights	MMP tracking links and target markets
Both sides free to pause at any time	CPI benchmarks and ROAS expectations

HOW TO WIN WITHOUT IDS

Contextual signals, *machine learning* and expert review

01

Pre-flight targeting

Geo down to city and zip

Device type and OS version

Time of day, IAB category, session depth

02

Live optimisation

Bid multipliers by publisher, supply and creative

Algorithmic models and incrementality analysis

Creative A/B testing and experiments

03

Scale

More bid requests mean more observations

Publisher performance differs by supply path

More video, native and interstitial inventory