



playrix

Playrix runs Limited Ad Tracking UA campaign with Liftoff, CPAs decrease

Preparing for iOS14

With Apple announcing upcoming changes to IDFA, Playrix turned to Liftoff to run campaigns promoting all their casual games, targeting iOS users with Limited Ad Tracking (LAT) enabled on their device. The purpose of the on-going campaigns is two-fold:

- Understand the performance impact of bidding on “non-personalized” LAT traffic including CPI, CPA (in-app purchase) and Day 7 ROAS
- Understand the spend potential on iOS LAT traffic compared to IDFA traffic

Playrix Limited Ad Tracking Campaign Setup

To evaluate the performance of LAT traffic ahead of the release of iOS14, Liftoff added a segment of LAT users to existing Playrix campaigns to enable bidding against this audience. All other aspects of the campaign remained the same including the setup, KPIs, ad creatives, regions, and ML models.

Because Liftoff systems were built to not solely rely on device IDs, adapting our bidding strategy to accommodate traffic without device IDs was straight-forward. For attribution purposes, we relied on the MMP to accurately track installs and post-install events.

“The results of buying LAT traffic at scale with Liftoff is encouraging, giving us confidence in our continued investment in programmatic. With the release of iOS 14, our long-term partnership with Liftoff is more important than ever”

Alexander Derkach, Head of Marketing, *Playrix*



Performance was Strong Right From the Start

LAT traffic performed well from the get-go. CPIs were lower across every major region. CPA (cost per in-app purchase), though initially higher compared to IDFA traffic, eventually decreased to less than IDFA traffic over the first few weeks, suggesting that LAT traffic has the potential to outperform IDFA traffic.

D7 ROAS is on par or better than IDFA traffic in most cases.

Scale wasn't an issue as LAT traffic quickly ramped up to become a very significant percentage of Playrix's overall iOS spend with Liftoff.

Key Takeaways

Because of how the Liftoff ML platform was designed, setting up a campaign targeting non-personalized LAT users did not require any major overhaul to a standard IDFA-targeted campaign. By utilizing the complete Liftoff creative and technology stack, including **Liftoff ML** bidding, **Smart Pacer** and **Dynamic Ads**, buying and optimizing LAT traffic was seamless, and gave Playrix a performance edge against other buyers who are not able to buy LAT traffic with as much optimization. Liftoff ML was able to more accurately value and optimize LAT inventory, delivering campaign performance on par or better than IDFA traffic.

In addition, we achieved significant scale targeting LAT traffic as evidenced by the percentage of spend we were able to allocate towards the campaign, and the plan is to continue scaling-up LAT traffic. Furthermore, post iOS 14, we expect the majority of iOS traffic to be LAT hence Liftoff is preparing to ensure that Playrix and our other customers are ready to embrace Apple's new data privacy rules related to IDFA.



Playrix

Playrix is a mobile game development company founded in 2004. Starting out as a casual game developer for PCs and creating several award-winning titles since 2011, Playrix has focused on building free-to-play games for smartphones and tablets. Their games, Manor Matters, Wildscapes, Homescapes, Gardenscapes, Township, and Fishdom have consistently ranked among the Top 50 Grossing Apps for iOS and Google Play since their release.

- **Founded: 2004**
- **HQ: Dublin, Ireland**



Get started today.

Liftoff is a full-service mobile app marketing and retargeting platform that uses post-install data to run true CPA-optimized mobile user acquisition and retention campaigns.