



# Bermuda's ROAS Increased 32% Worldwide in a Single Quarter

Bermuda, a Korean-based social-video chat app that lets users build friendships across the globe, was experiencing a noticeable amount of churn from users who had made a purchase in the app. It's no secret that users who make in-app purchases are the most valuable, but they tend to churn. Bermuda's marketing team wanted to increase the retention of this cohort by re-engaging them. These lapsed users were ripe for continued activity, all they needed was a nudge in the right direction.

To reach their lapsed audience effectively, Bermuda wanted to try out Liftoff's [retargeting](#) capabilities on their Android user base. The Bermuda marketing team set a target for the campaign: D7 ROAS between 100-150%.

## Liftoff's Solution

To achieve Bermuda's goal, Liftoff did four things:

- 1 Liftoff's customer-success team bundled together 20 of Bermuda's top-performing countries to satisfy our minimum audience size requirement on two global campaigns. Our team also proactively managed each campaign by removing high-spending but low-performing countries from the set to ensure steady performance.
- 2 To set up retargeting, Liftoff utilized existing postbacks from Bermuda's user acquisition (UA) campaigns to target all paying users.
- 3 The campaign ran on a [Cost Per Revenue—Re-engagement](#) model (known as CPR-RE). This is effective for Liftoff customers who focus on ROAS, optimizing bids for revenue.
- 4 Liftoff's creative team tested ads throughout the campaign to ensure only the best were being used. In one test, Liftoff added a simple animation of an install bar filling up which resulted in a +117% performance lift over another banner ad.

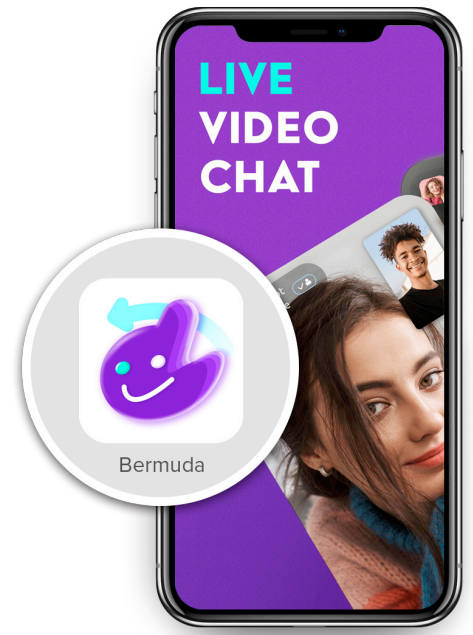
These factors combined led to Bermuda scoring impressive results.

## The Solution

Bermuda continues to run campaigns with Liftoff, underscoring the success of the campaign. Since December 2020, following the exploration phase, Liftoff has achieved:

- ROAS increases of 7% and 32% month-on-month for each respective campaign.
- Retargeting campaign with 413% more in-app purchases versus Bermuda's UA campaigns.
- 56% higher D7 ROAS for retargeting campaigns versus UA campaigns.
- Running retargeting campaigns increased reinstall rates of users who uninstalled the app by 35%, which helped overall DAU improve.

Bermuda is highly satisfied with Liftoff's CPR-RE model, based on the overall 7D ROAS performances and re-install rates. Now, Bermuda is beginning to expand retargeting campaigns to audiences who haven't made an in-app purchase so they can raise conversion rates through re-engagement.



## Bermuda

[Bermuda](#) connects people to random friends around the world with a single swipe. People can use the app to meet new people, talk about life, culture, and make new friends from the other side of the earth.

- **Founded: 2016**
- **HQ: Seoul, South Korea**