



Audience Pinpointer

Maximize your spends by zeroing in on users with 7-day retention.



Acquire quality across the board

Spend confidently across your UA budget by using dynamic CPIs to pay more for high-retention players and less for those who might leave the game early.

Save time & money with machine learning

By leveraging post-install data, we automatically gather user-level info, saving you hours of manual processing and guesswork.

Set up and run it hassle-free

Easily accessible from our Advertiser Dashboard, just set a few parameters on any active campaign to see immediate benefits.

Because of limited targeting systems, the same bids are often placed across all users or bucketed into groups. But we base everything on the user level.



Placing the same bids across all users



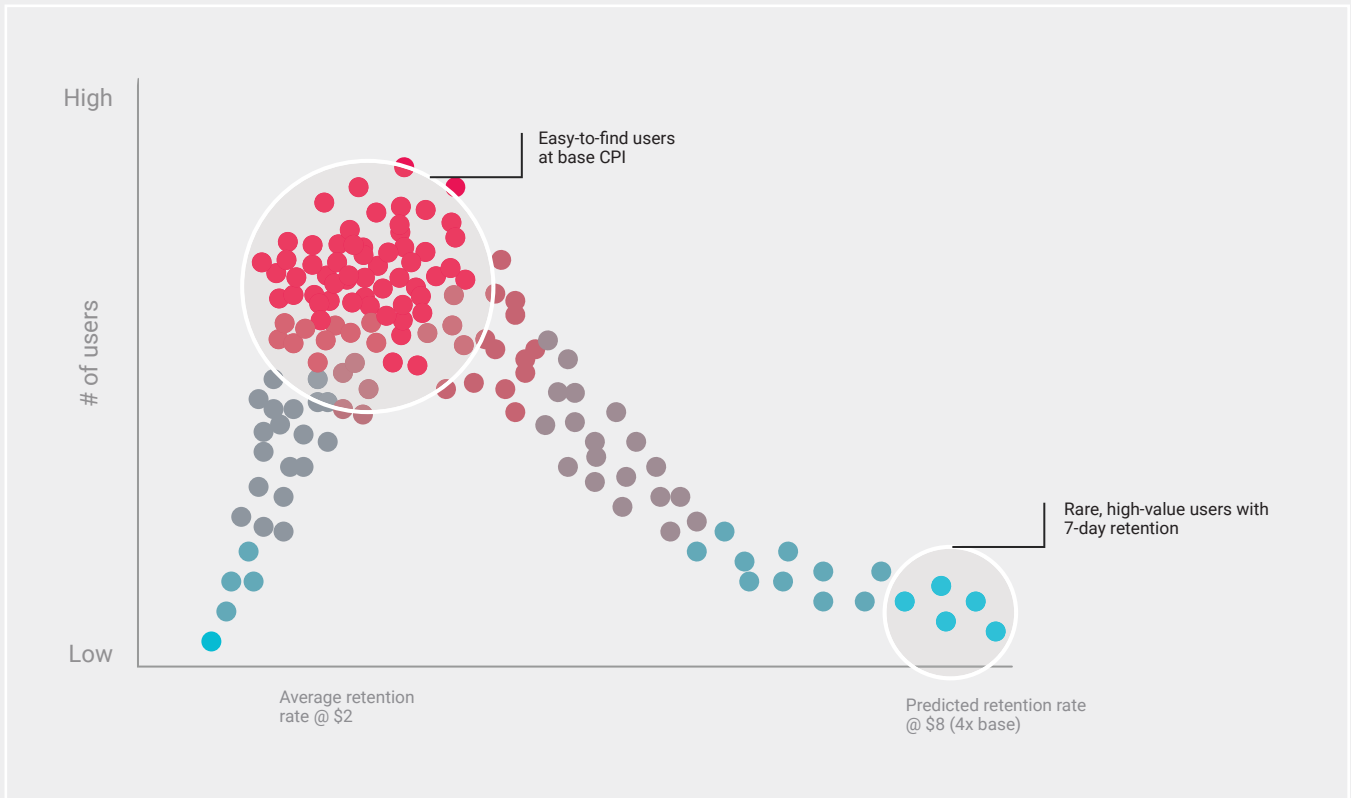
Using a system to create different groups of audiences



Targeting at the user level with Unity



With Audience Pinpointer, you can bid more per each 7-day user and less for others, while maintaining positive returns for both types.



Example only. Bid prices could vary.

Proven Data-Driven Results

After comparing standard campaigns to Audience Pinpointer, here are some recent results from our advertisers.

Casual Game Example

110%

7-day retention increased

290%

ROAS* increased


Action Game Example

80%

7-day retention increased

85%

ROAS* increased

 Contact your Account Manager for details on how to set it up