

Case Study

How Candivore is Reaching New Valuable Audiences with Predictive LTV Optimization

The Company

Candivore is a casual mobile game development company that gives users a collaborative and open gaming environment. In 2021, the company raised \$12 million in funding, led by venture fund VGames, to fund growth for the company's games such as Match Masters, a mobile match-3 puzzler.

The Challenge

Acquiring users with high LTV

Candivore wanted to fuel its hyper-growth by reaching new, high-value audiences and transition to optimize their acquisition campaigns for maximum customer LTV, instead of the industry-common short-term gains.

The Solution

Predictive modeling directly integrated into the ad network

Using Voyantis Growth Marketing Platform, the Candivore team built a predictive model to gauge a prospective user's likelihood to become an engaged customer. The model's output was seamlessly injected into the ad platform, enabling campaigns to optimize for users' likelihood to be engaged players. With Voyantis, Candivore was able to optimize their user acquisition efforts to target users similar to those who proved to have a high lifetime value, even when those have purchased outside of the standard conversion window.

The mobile gaming company was able to significantly expand their targeted audience by reaching users with high, long-term value. By acquiring these users at a lower-than-average cost, Candivore increased their overall customer lifetime value, improved their ad spend ROI, and grew the game's profitability.

Results Overview

4.2x

Lower Cost Per Acquisition of Highly Engaged Users

12%

Return on Ad Spend Uplift By Day 180

2.2x

Lower Cost Per Impression

The Results

Improved user quality at lower cost

Rather than optimizing for short-term gains, the Candivore marketing team leveraged Voyantis technology to reach and acquire users with a high, long-term value, at lower costs.

Previous advertising strategies overlooked 80% of users detected by Voyantis predictive models.

The mobile game publisher was able to improve the quality of acquired users, while decreasing cost:

4.2x

Lower CPA of highly engaged users

12

Percent ROAS uplift by day 180

2.2x

Lower CPI



Ilya Agron

Chief Operating Officer, Candivore



"We wanted to reach new audiences and scale further using predictive signals for higher LTV. Voyantis's predictive user acquisition combined with Meta's new App Event Optimization product drove lower CPIs, more engaged users and higher mid- to long-term ROAS. Overall we see great potential in this strategy to acquire valuable users efficiently and maximize LTV of our users."

