

# HOW MRAID HELPED TRAILMIX LIFT ROAS BY 47% ON LAPSED PAYER RE-ENGAGEMENT

“Adikteev built excellent MRAID creatives that gave us a richer way to win players back. They knew exactly how to make MRAID work for our lapsed-payer audience, helping us hit our goals through ROAS lift and lower reattribution costs.”

**PHILIPPA LAYBURN,**  
Growth Marketing Lead @Trailmix



For casual mobile game studios, winning back lapsed payers is one of the most valuable and most competitive segments to compete for. Static banners have long been the workhorse of retargeting. Still, they cap what a creative can actually do: limited interactivity, narrower access to inventory, and fewer ways to reintroduce players to gameplay they already know and love.

For Trailmix, the London-based studio behind the hit narrative merge puzzler Love & Pies (and part of the Supercell family since 2022), this was the opening. The team wanted to diversify creative formats, sharpen the re-engagement experience for inactive payers, and pull more revenue out of audiences that static placements weren't fully reaching.

MRAID offered that next step- a format built for richer, more interactive mobile ad experiences that can mimic real gameplay moments and open up premium inventory that static formats simply can't access.

## OBJECTIVE

The campaign focused on re-engaging payers who had been inactive for 7+ days- a high-intent, high-value segment where creative quality directly drives return.

Trailmix and Adikteev set out to:

- Diversify away from static creative dependency and validate MRAID as a primary retargeting format
- Drive stronger ROAS by giving lapsed payers a more compelling reason to return
- Reduce reattribution costs while improving engagement signals across the funnel

## RESULT

Early in the year, the partnership began shifting budget toward MRAID. The format has since become the dominant creative driver on the account:

| KPI               | MRAID Performance vs. Static Banners |
|-------------------|--------------------------------------|
| ROAS              | <b>+47%</b>                          |
| CTR               | <b>+22%</b>                          |
| CPA REATTRIBUTION | <b>-13.9%</b>                        |

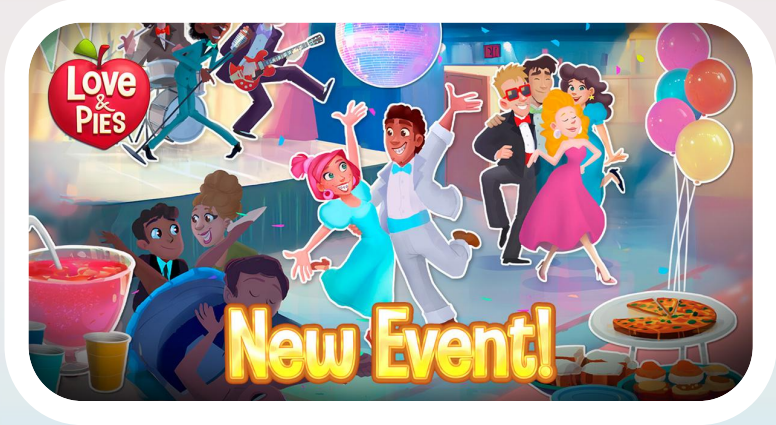
## TAKEAWAY

For casual puzzle and narrative-driven games, MRAID is proving to be more than a creative upgrade- it's a performance lever. By letting lapsed payers re-experience a slice of gameplay directly inside the ad unit, the format closes the gap between impression and reinstall intent in a way static banners structurally can't.

For Trailmix, leaning into MRAID has meant better ROAS, lower reattribution costs, and a clear path to scaling re-engagement spend with confidence, particularly against the lapsed payer segments where every percentage point of efficiency compounds.

## RESULTS

- CTR: 22% higher on MRAID vs Banners
- CPA re-attribution: 13.9% lower on Mraids vs banners
- ROAS % difference 47% higher on MRAID vs Banners



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