

Acquire Users Who Convert

Not Just Users Who Install

Performance-led mobile acquisition built around registrations, first purchases, deposits, subscriptions, ROAS and lifetime value.



Outcome-led
Post-install KPIs



Proprietary tech
LightAd DSP



Quality controlled
Fraud prevention



Global scale
Multi-DSP reach

THE GOAL

Turn paid media into profitable growth

Every campaign starts with a commercial target: qualified registration, first purchase / FTD, subscription, ROAS, LTV or retention.

 **Registration**

 **First Purchase / FTD**

 **Subscription**

 **ROAS**

 **LTV**

 **Retention**



Full-funnel optimization

Budget follows the sources, placements, audiences and creatives that drive downstream events and revenue.



Performance transparency

Campaign decisions are grounded in AppsFlyer, Adjust, Singular or the client source of truth.



Quality before scale

We validate inventory, filter weak sources and monitor fraud before expanding spend.



Hands-on execution

Senior media specialists actively manage bids, budgets, creatives and partner quality.

Why RmediaAds

The reach of a large buying operation with the control, speed and accountability of a specialist team

10+

App Categories

Post-install

KPI Optimization

Source-level

Transparency & Control

Fraud-filtered

Inventory

LightAd DSP

- › First-party demand-side platform
- › Direct control over bidding & inventory
- › Custom bids on post-install events

Post-Install Intelligence

- › Optimized to valuable events
- › Registrations, FTDs, purchases, subscriptions
- › Focus on LTV — not just installs

Fraud Protection

- › Pre-bid quality filters
- › Real-time & post-attribution MMP detection
- › Continuous source cleaning & optimization

**One
operating
principle:
scale only
what proves
value**



High-Quality Inventory

- › LightAd at the core
- › Premium DSPs, PMPs & SDK networks
- › Direct supply for quality + scale

Source-Level Control

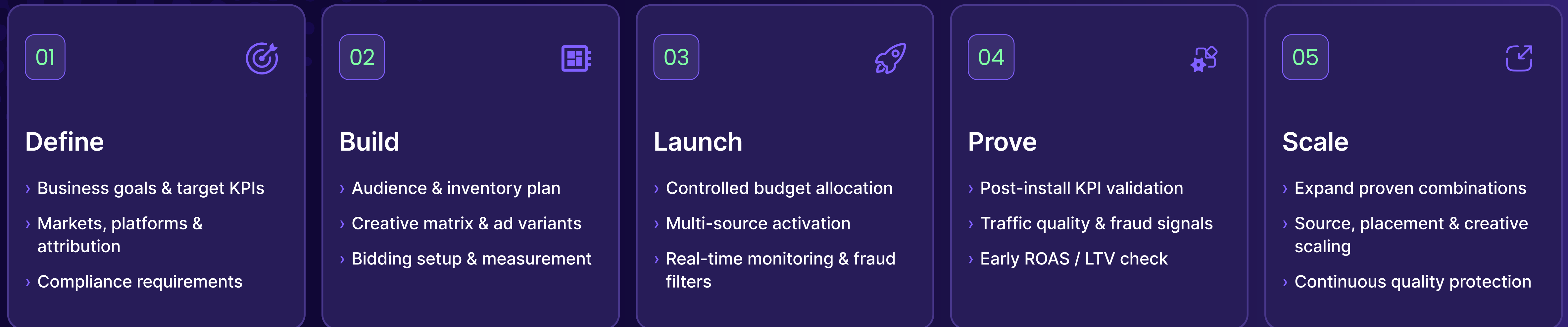
- › Full visibility at every layer
- › App, publisher, placement, creative
- › Device & geo independent optimization

Fast Decisions

- › Senior team in real time
- › Early conversion & quality signals
- › No delays in budget movement

Test. Prove. Scale.

A structured operating framework engineered to achieve target CPA & ROAS goals without compromising traffic quality or campaign control.



CONTINUOUS OPTIMIZATION LOOP

Agile feedback iteration across key variables



Targeting, Media and Measurement

Every layer is built to isolate what drives qualified users and eliminate what does not.

Targeting

- 🌐 Geo targeting (country, region, city, DMA & radius)
- ♀ Age, gender & demographics
- 📁 Interest & behavioural segments
- 📱 Installed-app & lookalike audiences
- 📱 Device, OS, model & connection
- 🔗 Custom & retargeting audiences

Inventory

- Premium in-app display & native
- Rewarded & non-rewarded video
- Interstitial & playable ads
- Private marketplace (PMP) deals
- Direct publisher & SDK supply
- Mobile web & CTV (when relevant)



Measurement

- 🔗 MMP integration (AppsFlyer, Adjust, Singular, Branch, Kochava)
- 🎯 Post-install event & revenue tracking
- 📊 Source & placement level reporting
- 🔗 Cohort, LTV & ROAS analysis
- 🔍 Fraud & quality scoring
- 🛡️ Real-time performance dashboards

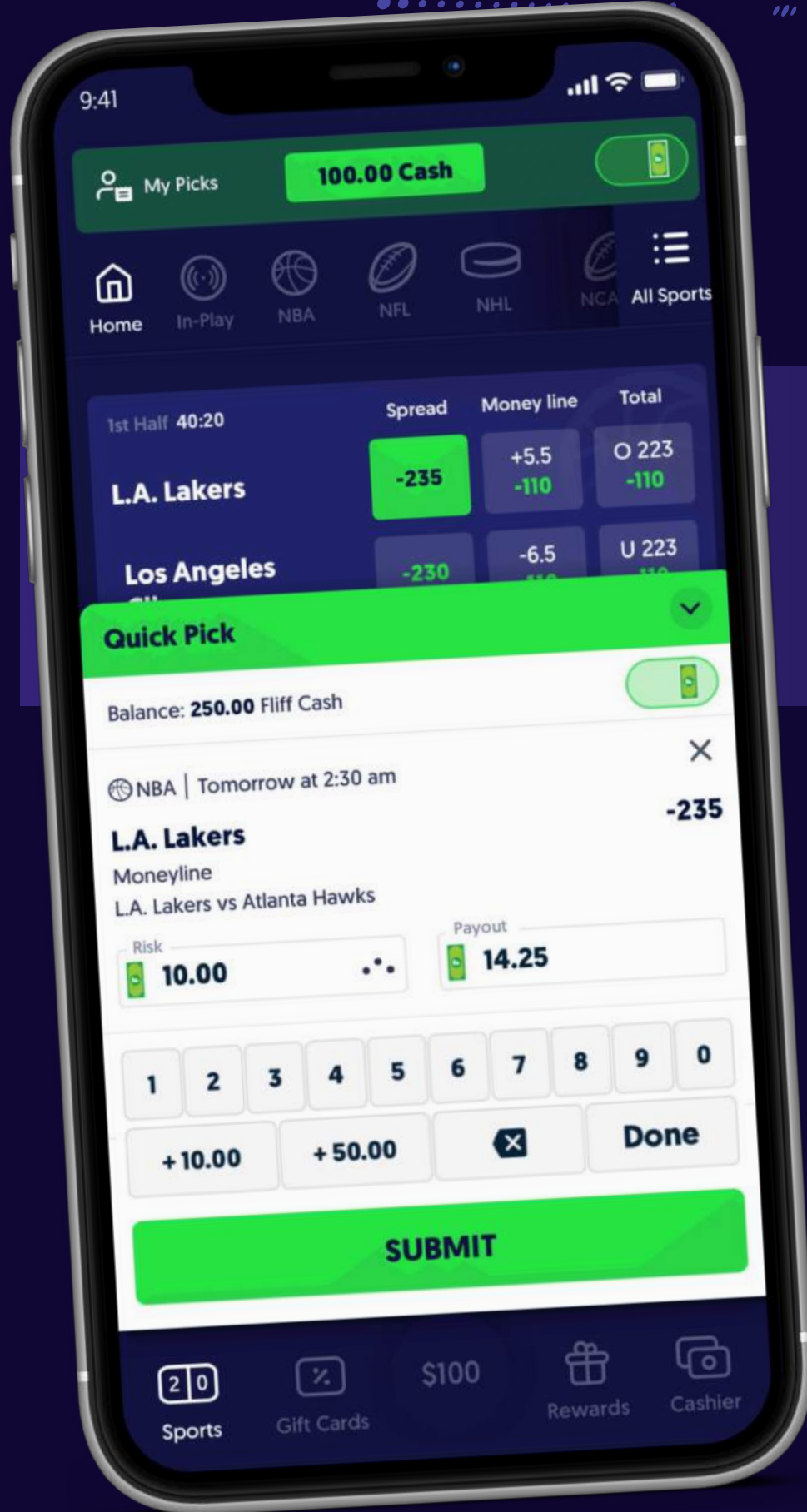


Fraud Protection

Internal validation plus MMP fraud tools protect performance and brand safety.

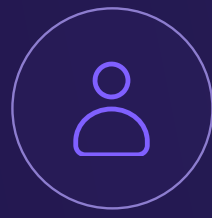
Fliff Mobile Acquisition

Scaled iOS acquisition around registrations, first bundle purchases and attributed lifetime revenue.



175,836

Installs



81,798

Registrations



23,238

First Purchasers



\$14.85M

Attributed Revenue

FULL-FUNNEL RESULT

1.17B
Impressions

7.86M
Clicks

175,836
Installs

81,798
Registrations

23,238
First Bundle

46.52%

Install to registration

28.41%

Install to Registration to first bundle

\$84.45

Revenue per install

\$639

Revenue per first purchaser



CATEGORY CHALLENGE & APPROACH

Social sports apps require legal-state precision, high-intent sports audiences and protection from low-quality gaming traffic. We used premium in-app and PMP supply,...



PROVEN ACHIEVEMENT

Media decisions were tied to registrations, first purchases and revenue rather than CPI, enabling scale while protecting traffic quality.

Source: campaign case study. Figures supplied for media kit use.

CASE STUDY | SOCIAL SPORTS & GAMING | HIGH COMPETITION | STATE-LEVEL CONTROL | REPEAT PURCHASE VALUE

Better Help Mobile Acquisition

High-scale iOS acquisition optimized beyond installs toward first purchases and measurable lifetime value



117,197
iOS Installs



9,911
First Purchase Users



2.48M
Attributed LTV Revenue



8.46%
Install to Purchase

FULL-FUNNEL RESULT

2.93B
Impressions

5.40M
Clicks

117,197
Installs

9,911
First Purchases

2.17%
Click to install

\$21.15
Revenue per install

\$250.05
Revenue per purchaser



CATEGORY CHALLENGE & APPROACH
Health and wellness acquisition requires sensitive messaging, genuine user intent and optimization beyond initial interest. We targeted mental wellness and...



PROVEN ACHIEVEMENT
The campaign combined scale with monetization, producing more than 9,900 first-purchase users and approximately \$2.48M in attributed LTV revenue.



Kraken Mobile Acquisition

Full-funnel iOS acquisition optimized toward account creation, first orders and attributed LTV revenue



21,558

Non-Organic Installs



6,088

Accounts Created



\$886.7K

Attributed LTV Revenue



2,107

First Order Users

FULL-FUNNEL RESULT

169.2M
Impressions

1.03M
Clicks

21,558
Installs

6,088
Accounts

2,107
First Orders

28.24%

Install to account

9.77%

Install to first order

\$41.13

Revenue per install

\$420.84

Revenue per first order



CATEGORY CHALLENGE & APPROACH

Fintech and crypto funnels include trust, compliance and KYC friction. We focused on high-intent finance audiences, controlled programmatic supply, source-level analysis...



PROVEN ACHIEVEMENT

Nearly one in ten installs completed a first order, while attributed lifetime revenue reached \$886.7K over the measured period.

Source: AppsFlyer dashboard, Nov 2025 to Feb 2026. Classic attribution.



LET US BUILD THE NEXT CASE STUDY

Set the KPI. We Build the Scale.

Bring us the business event that matters.

We will build the targeting, media mix, measurement and optimization plan around it.

Ready to acquire higher-value users?

 [Send an Inquiry](#)

 **10B+**
Monthly Impressions

 **180+**
Countries

 **500+**
Monthly Impressions

 **95%**
Viewability

 **24h**
Campaign Launch

 Fintech & Crypto

 Sports Betting

 Gaming

 Utilities & VPN

 Education

 Health & Wellness

 E-commerce

 Dating & Social

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Let's build
your next
success story

Three Spring Group Company