

Exploring Growth in Lead Users with Fet App and Tappx



An overview

PlayaMedia SL joined forces with Tappx to supercharge user acquisition and retention for their Fet App. Through data-driven strategies, targeted market focus, and optimized ad placements, Tappx delivered impressive results—boosting registrations, retention rates, and active memberships. See how this partnership turned campaign challenges into measurable success!

The challenge

Azure Tech faced several key challenges as its business scaled:

- **Goal:** The goal was to grow the number of registered users and turn a good portion of them into loyal, returning members.
- **Challenge:** The initial incentives were not fully aligned with the desired outcomes, as many users failed to maintain their membership. This misalignment impacted the overall performance and long-term user retention.
- **Approach:** To address this, the strategy shifted to lowering the Cost Per Registration (CPR) while optimizing attributed events. Instead of solely focusing on incremental value, efforts were redirected toward improving key performance indicators, driving and maximizing campaign results.

The solution

To increase the value of new Monthly Active Users (MAUs), Tappx and Fet focused on a country with a high volume of installs, low CPM costs, and a strong online presence. This strategic approach allowed Tappx to test on a relatively small budget while gathering valuable data to scale successfully across additional markets.

The campaign's performance was evaluated across key dimensions, such as MREC and interstitial ad formats. By analyzing placement data, Tappx was able to optimize campaigns and validate the quality of ad bundles, leading to improved results. Furthermore, the Media Plan implemented for Fet App was enhanced by the internal team's contribution, refining the targeting strategy, especially with a focus on incorporating new "female" users. This approach showcases how Tappx can help optimize the user base, driving better results through targeted strategies and data-driven optimizations.



The results

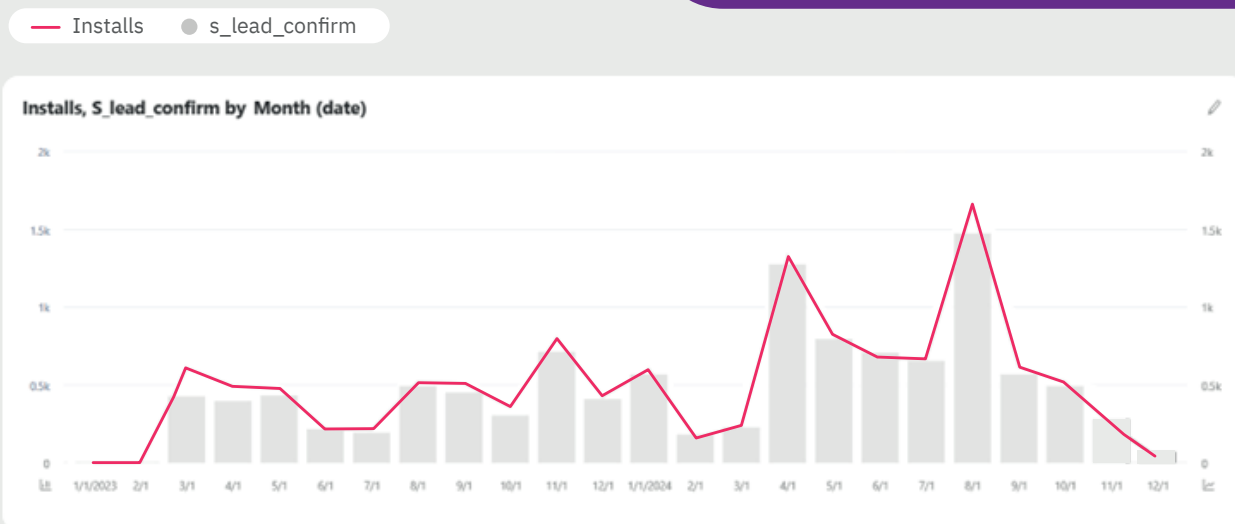
Over 12,000 new users were acquired via in-app display traffic, with +11,000 registering. Retention rates exceeded 16%, and replicating the strategy across programmatic channels led to an 8% increase in active memberships.

215M%+
Conversion rate

>11
Leads

>9,3%
OD Logins %
over instal

>16%
Retention
rate D7



“At FET, we value partnerships that deliver real and sustainable results, and Tappx has been a key ally in our growth. Their strategic approach, driven by data and continuous optimization, has made a significant difference in user acquisition and retention. Their dedication and expertise have exceeded our expectations, and we’re excited about what we’ll continue to achieve together”



Geraldine Tamayo

Affiliate Marketing Manager · Play Media

About the company

PlayaMedia has one goal: to rock the communities it serves with their products. Founded in 2010 in Barcelona, right by the beach, PlayaMedia has quickly grown with ambitions to become a true powerhouse in the industry.

The company values hard work and dedication while ensuring that the work environment is enjoyable. PlayaMedia combines the energy of a start-up with the stability of an established, owner-managed business, offering a workplace that is both challenging and relaxed, friendly, and rewarding.

