



KOLIBRI GAMES SURPASSED

THEIR D30 ROAS EXPECTATIONS

ON AYE T'S PLATFORM



Success Story

ayeT partnered up with Kolibri Games to promote it's leading idle game.



Idle Bank Tycoon: Money Empire

The game puts players in charge of a bank, challenging them to expand operations, manage investments and maximize profits.



GEO:
US, DE, CA, BE, DK, FR, NL, SE



Platform:
Android



The Challenge:

Kolibri Games aimed to acquire high-value user cohorts through Rewarded User Acquisition channels, with a strong focus on achieving a positive Return on Ad Spend (ROAS).

The primary challenge was to design and optimize campaigns that not only attracted new users but also encouraged long-term engagement and retention.

To ensure sustainable growth and maximize lifetime value, the campaigns needed to strike a balance between user incentives and organic in-game progression, all while meeting the predefined ROAS targets for Idle Bank Tycoon.



Results with ayeT

Kolibri Games experienced remarkable success leveraging ayeT's rewarded user acquisition platform. The collaboration led to:

- ✓ a significant influx of engaged users who demonstrated strong retention and monetization behavior;
- ✓ sustainable user growth while ensuring alignment with Kolibri Games' ROAS objectives, driven by ayeT through precise targeting and continuous campaign optimization.

The platform's ability to attract high-value users contributed to long-term engagement and exceeded performance expectations, reinforcing ayeT as a key partner in scalable, results-driven user acquisition.



How we did that?

ayeT is a metric-focused loyalty platform designed to drive scalable growth for your game

Publishers

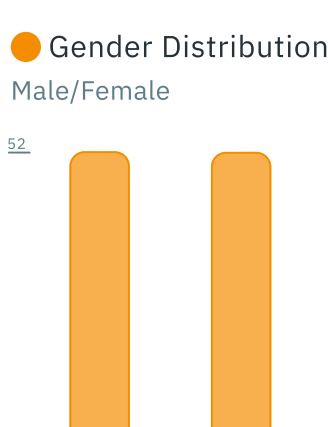
Monthly Active Users: **12.000.000**
Twelve million users

Monthly Installs: **1.000.000**
One million installs

Monthly completed events: **5.000.000**
Five million completed events

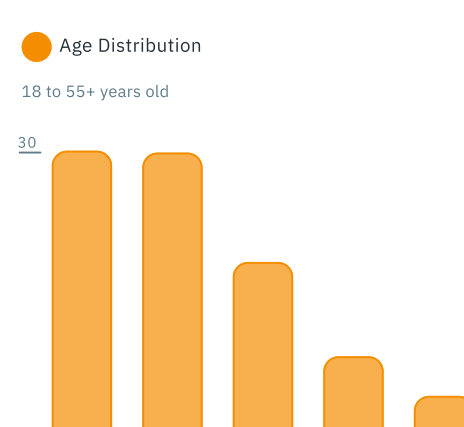
Gender Distribution

Male/Female



Age Distribution

18 to 55+ years old



Unique features on ayeT's platform

- ✓ **Tailored targeting**
Deliver campaigns precisely matched to users' age, gender, location, and interests.
- ✓ **Engage & Retain**
Build loyalty with campaigns actively engaging users for up to 90-days.
- ✓ **Premium Treatment**
Whales can be incentivized further with automated bonus tasks and personalized offers.
- ✓ **ROAS Optimization**
Achieve your KPIs with dynamic, performance-focused campaign adjustments.
- ✓ **Verified Audience**
Access a 100% KYC-verified user base to maximize the value of your spend.
- ✓ **Cross-Platform Reach**
Connect with engaged users on Android, iOS, and Web.

Let's connect!

Get to know us:

Reach us at advertisers@ayetstudios.com

to get all the info you need. :)

www.ayetstudios.com