Case Study

prodege™ + ACTIONFIT



How Prodege delivered ActionFit's highest D90 ROAS for Merge Cat Cafe while scaling monthly install volume 4x.

Prodege outperformed ActionFit's portfolio average from D1 through D90, delivering 1.6x D30 retention and 25.7% higher D90 ROAS while becoming its #2 UA partner in the US.

Results at a glance:

#1	+25.7%	1.6x	4x	#2
Highest D90 ROAS across ActionFit's partner portfolio	D90 ROAS vs. portfolio average	D30 retention vs. portfolio average	Growth in acquisition scale since April	UA partner in US

About ActionFit:



ActionFit is a South Korea–based mobile game publishing company focused on helping Korean games reach global audiences.

Powered by deep industry experience and a proven publishing model, ActionFit partners with 50+ game studios across South Korea to identify standout titles and accelerate their growth in international markets.

Its portfolio spans casual and puzzle games through to hybrid casual, idle RPG, and mid-core titles, with support covering launch strategy, user acquisition, and global expansion.

With momentum highlighted by achieving 1.7M MAU in Q3 2023, ActionFit continues to expand its publishing footprint worldwide, building enduring partnerships and championing the next generation of successful Korean mobile games.

The challenge:

Scaling without sacrificing quality

As ActionFit prepared to grow its user base, it needed partners capable of increasing acquisition volume while maintaining strong retention and ROAS.

For Prodege, that meant demonstrating that its users could outperform ActionFit's wider partner portfolio not only at the point of install, but throughout the full user journey from D1 through D90.

The solution:

Rewarded acquisition built for long-term engagement

Prodege connected Merge Cat Cafe with highly engaged users through its rewarded ecosystem, combining audiences from owned-and-operated brands including Swagbucks, InboxDollars and MyPoints, with a curated group of trusted rewards and loyalty partners.

The campaign focused on sustained user quality, with retention and long-term ROAS guiding how activity was optimized and scaled.

ActionFit and Prodege closely monitored retention and ROAS as cohorts matured. As Prodege continued to outperform the portfolio average, the teams progressively scaled the campaign, with monthly install volume growing by 4x.

The results:

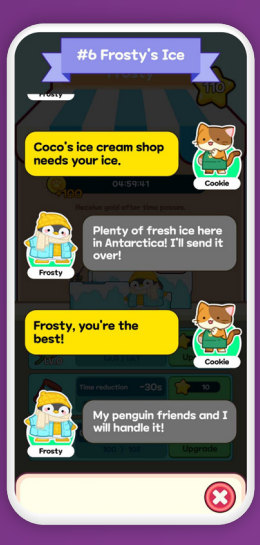
Consistent outperformance from D1 through D90

Across the April-June cohorts, Prodege consistently outperformed ActionFit's overall partner portfolio from **D1 through D90**.

By D30, Prodege-acquired users were retaining at **1.6x the portfolio average**.

And that advantage continued as cohorts matured.

At D90, that translated into **25.7% higher ROAS than the portfolio average**, giving Prodege the **highest D90 ROAS of any partner in ActionFit's portfolio**.





Strong performance unlocked 4x higher scale:

As the cohorts matured and performance remained strong, ActionFit had the confidence to expand its acquisition activity with Prodege.

Prodege is now ActionFit's **#2 UA partner by spend in the US** and ranks **#3 globally by cumulative spend in 2026**.

Crucially, greater scale didn't come at the expense of user quality or long-term performance. Prodege maintained strong retention and D90 ROAS as the campaign grew.

Client perspective:

"What stood out with Prodege was the quality and consistency of the traffic. As we scaled, retention and long-term ROAS remained strong, giving us confidence to continue the activity even further. Prodege has become one of our leading UA partners, and we see clear potential to keep growing the partnership."

Suyeong Jung, UA Lead, ActionFit.



prodege™

Scale high-quality user acquisition with Prodege.

Reach engaged consumers across Prodege's performance marketing ecosystem and optimize beyond the install for the metrics that matter most.

Grow with Prodege →