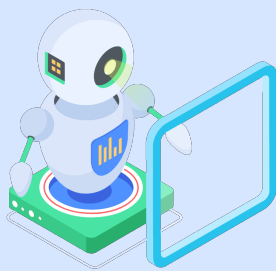# Revolutionary AI Platform for Mobile Games Marketing 🚀

Gamelight's groundbreaking AI algorithm analyses vast amounts of data points to help mobile game publishers achieve maximum ROI and effectively acquire users on a large scale.

### Data Utilization

- app usage data
- demographic data
- gaming history
- behavioural patterns

### User Satisfaction

- longer player sessions
- engaged playtime
- enhanced gaming experience

### ROAS Algorithm

- ROAS Optimizer
- ARPU Optimizer
- Retention Optimizer
- Playtime Optimizer

The impact of this revolutionary technology cannot be overstated. Partners experienced remarkable results:

- **ARPU & ARPPU:** x4.5 times higher than across other channels
- **ROAS:** Reaching D7 and D30 ROAS goals twice as fast
- **Retention & Engagement:** Boosting playtime and session length

**Thanks to its revolutionary AI Algorithm Gamelight became the largest rewarded mobile marketing platform in the market within only a year. The platform has been widely adopted by the majority of the largest mobile game publishers worldwide.**