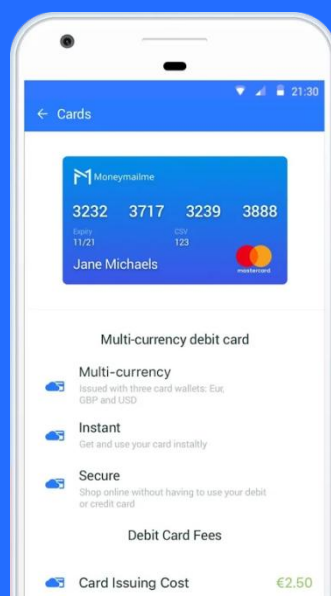




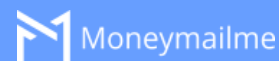
Case Study

Moneymailme finds ideal user base with incent CPI campaigns

Moneymailme Ltd. launched its all new money transfer app and was challenged finding out from which country users would adapt to their service best – they did by using incent CPI campaigns.



Moneymailme
from Moneymailme Ltd.



The Objective

Campaign Details

App:	Moneymailme
Publisher:	Moneymailme Ltd.
Category:	Finance
Platform:	Android
Campaign:	Incent CPI
Ad Format:	Offerwall
Duration:	3 months

Primary Goal

The challenge Moneymailme was facing upon release was to find out for which market users would adapt to their new service the best. They wanted to find out if for the country that market research indentified as most likely to stick with their service, would really perform as expected.

In order to do that Moneymailme wanted to look at install to registration rate by country in a

first step. Subsequently they wanted to narrow down on GEOs that would perform best in regards to user engagement.

Secondary Goal

Drive at least 300,000 downloads within 3 months while optimizing towards publishers bringing in the most active users.

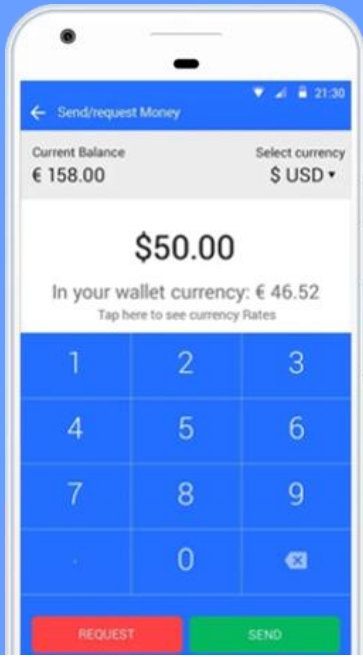
The Solution



The road to success was split into 4 steps

1. Set up multiple campaigns spread across a defined set of GEOs.
2. Set bids and budgets according to targeted volumes per GEO and based on historic bid to volume data extracted from the ayeT platform.
3. Test campaigns against each other in 3 flights. Each flight was set to last for a month.
4. Analyze data after each flight and reallocate budget to most promising GEOs. Adjust bids according to targeted volumes. Stop publishers bringing poor results and scale publishers bringing engaged users. That way ultimately optimize for average cost per registration.

The Results



Above average results mainly for users from European countries

Moneymailme started out by setting up well over 100 campaigns targeted across 70+ GEOs.

After the first flight the amount of countries targeted was reduced to 40+ countries. Bids and volumes got adjusted for several campaigns.

Quite unexpectedly, when analysing results after the first flight, results showed poor performance for US targeted campaigns. In return the US was removed from the list of targeted countries.

When analyzing results of the second flight, it became quite obvious that users from European countries were among the best performers.

The most successful European countries included Germany, France, Spain, Netherlands, Swiss and Great Britain. Budget was reallocated to drive traffic mostly for these GEOs during the third flight.

300k

Installs Driven

\$0.127

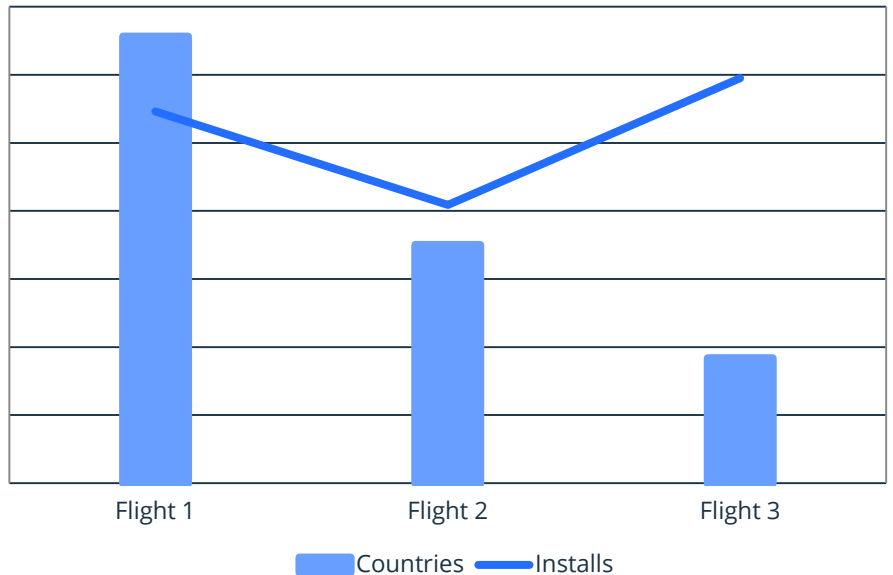
Average Cost Per User

Increasing install volume while reducing targeted GEOs to opt for most promising audience

While starting with a broad GEO targeting, Moneymailme managed to find out for which countries users adapt to their service best.

Using that insight, campaigns for non-performing GEOs were stopped and free budget got reallocated to better performing GEOs and publishers.

While reducing the amount of countries targeted in flight 1 as compared to flight 3 by about 70%, Moneymailme nevertheless managed to increase install count for flight 3 as compared to flight 1 by roughly 20% due to smart budget allocation and bid management.



“Working with the team of ayeT-Studios was a pleasure. Their analytical approach and deep UA expertise helped us reach our goals faster than expected while spending less on UA.”

Paul Mears
CFO Moneymailme Ltd.