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.







The Objective

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



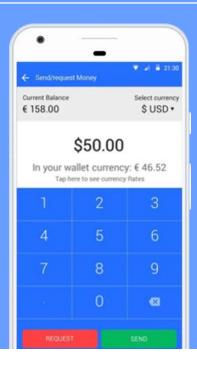
The road to success was split into 4 steps

- **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.
- 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

targeted campaigns. In return the US

second flight, it became quite obvious that users from European

Britain. Budget was reallocated to drive traffic mostly for these GEOs

Installs Driven

\$0.127

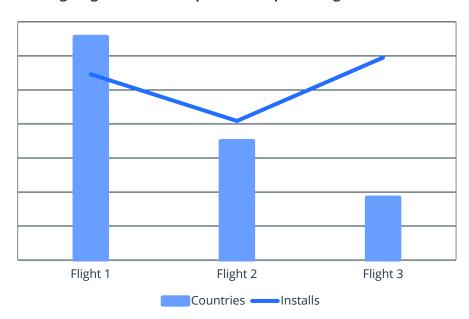
Average Cost Per User

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** 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.