



Your trusted partner

Highly experienced team of

- Media buyers of Facebook / Instagram
- Media buyers of Teaser networks / Adnetworks
- Apple Search ads (ASA)
- App Search Optimization (ASO)

Case InDriver

Latin America Market entry

MARKETS: Columbia, Mexico,
Chile, Peru, El Salvador

1
goal

Increase number of installs and registrations, in LATAM market

2
goal

Increase number of pre-determined actions – orders through the app

KP
|

70%
CR
into registration

30%
CR
into requested action



Case InDriver

AD Campaign



Columbia, Mexico, Chile,
Peru, El Salvador



23 y.o. – 55 y.o.



Facebook / Instagram /
Ad-networks



Sales coupons



Spanish Language

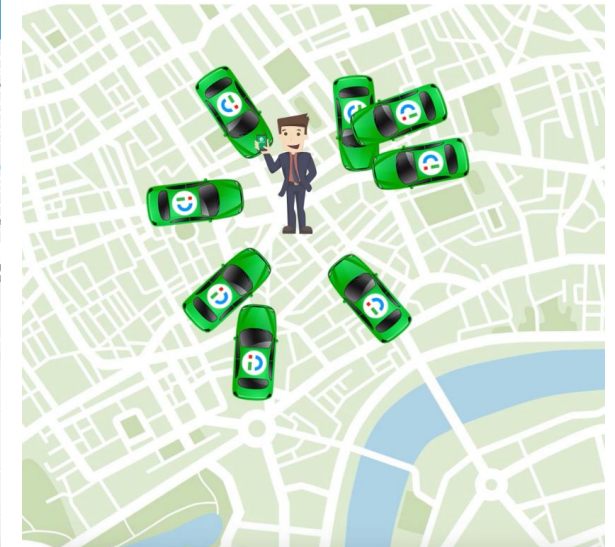


ADLEADPRO
info@adleadpro.com

¡En inDriver usted ofrece el precio del viaje!

Precio mínimo:
\$5000

Instalar



¡Estableces el precio de tu viaje!

\$ 75

Otros Servicios

inDriver
Comienza a ahorrar en viajes

\$ 50

= 20 viajes en inDriver

= 15 viajes en otros servicios

inDriver

Jipangie nauli ya safari zako

Main bus station - Shoppers
TZs3500

Pakua sasa na anza kuokoa fedha kwenye usafiri!

Case InDriver

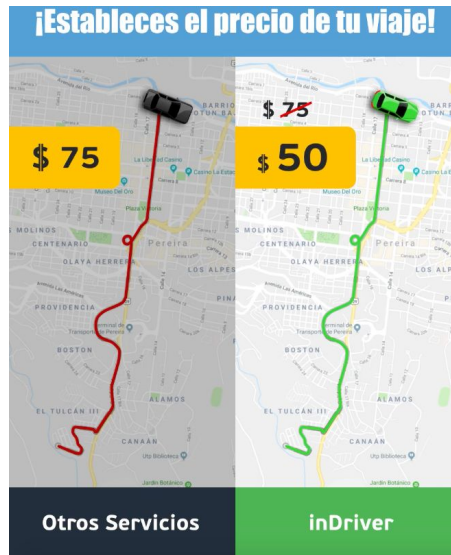
AD Creatives

Comparison to other services



CR 7,2%

CR 4,3%



Screenshot + Price

Focus on elements
Pick up points



CR 6,4%

CR 5%



CALL-TO-ACTION



Performance Dynamic

Growth CR into registration
in Latin America

24,3%

73%
6th
month

49,3%

1st
month

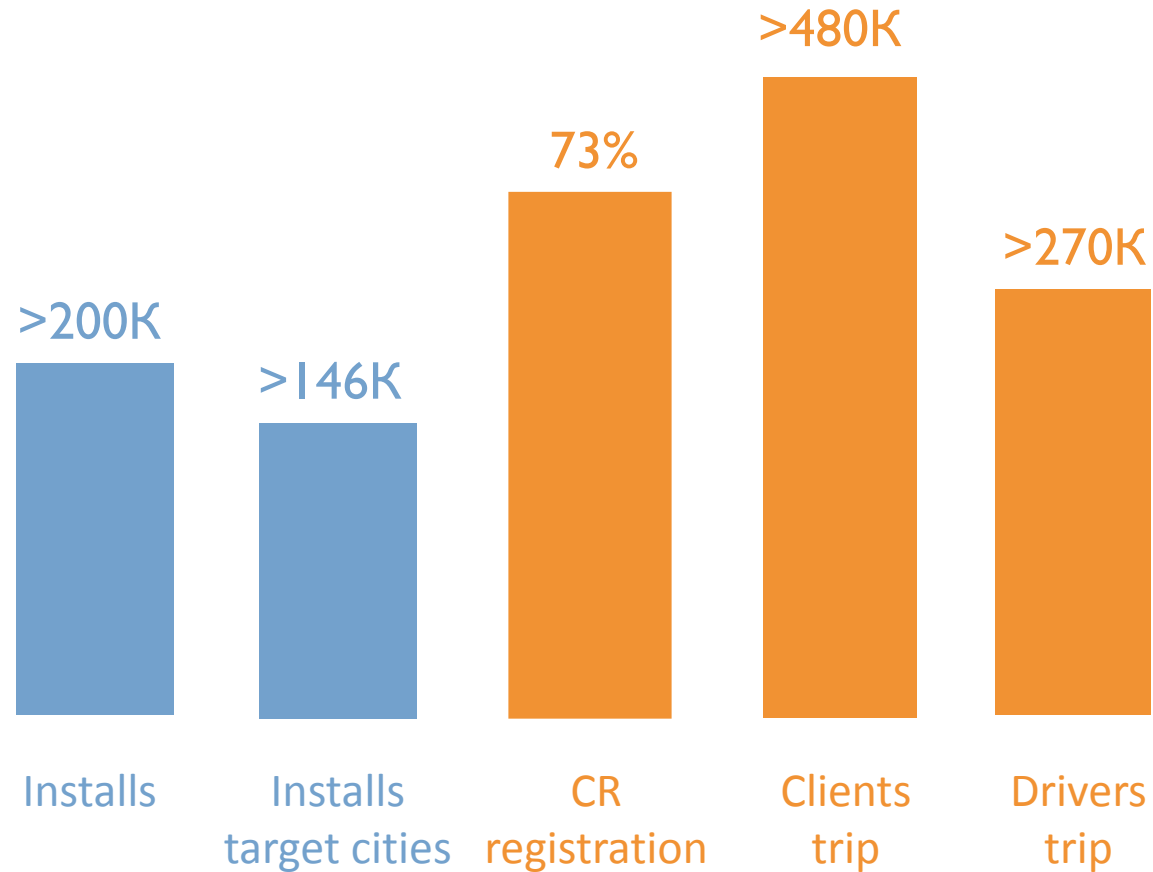


Columbia, Mexico, Chile,
Peru, El Salvador



Performance Dynamic

Add campaigns for the InDrive app started from 0



Case Dostavista

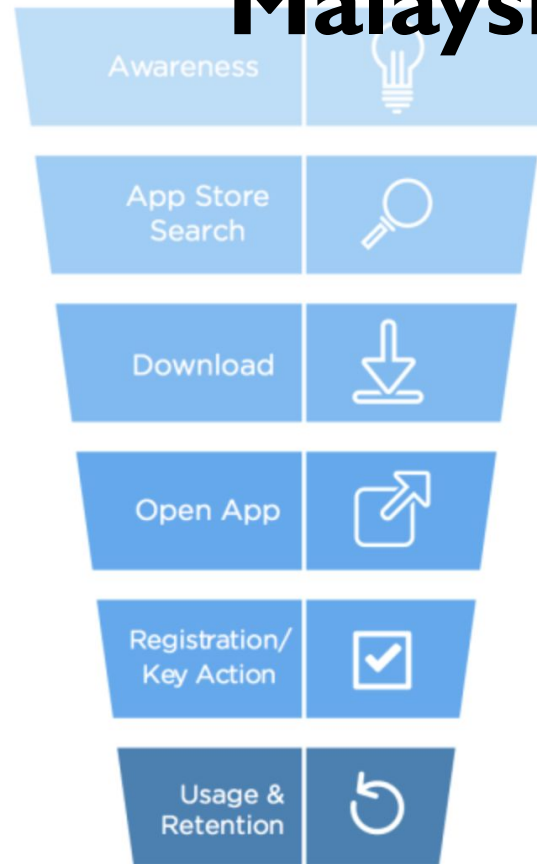
Market Entry: S.Korea, Mexico, Malaysia

1
goal

Increase number of installs and registrations, increase brand awareness

2
goal

Increase conversion from installs to first order



Advertising Strategy :
Apple Search Ads (ASA)

Apple statistics shows that **65%** of installs comes from search in AppStore

Avg. conversion from outside app store ad campaigns is **15%**

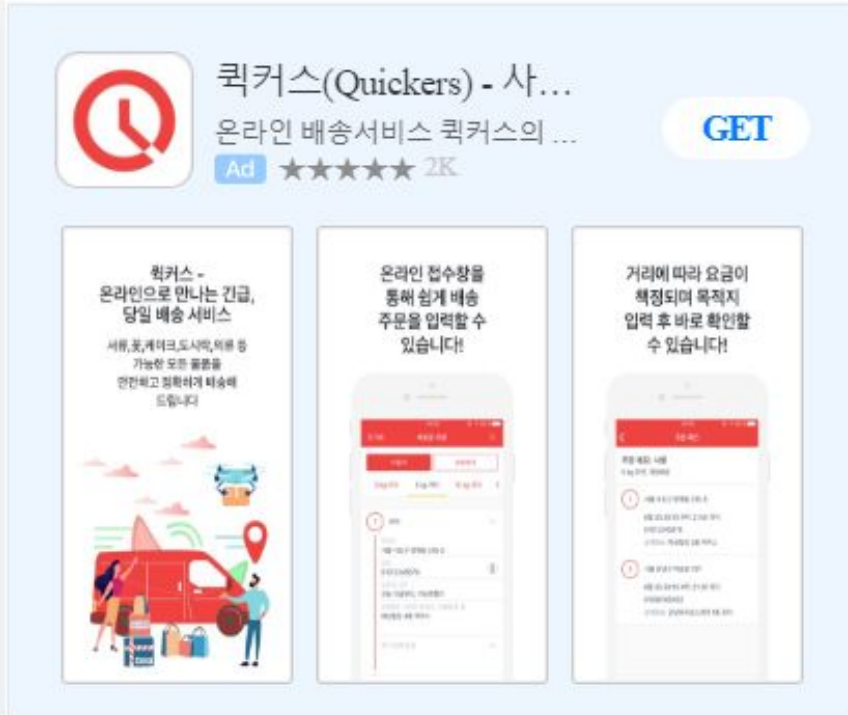
However % of installs by users from **ASA**, is between **40-60%**. Though to get such high % app needs higher brand awareness



Case

Dostavista

AD Creatives

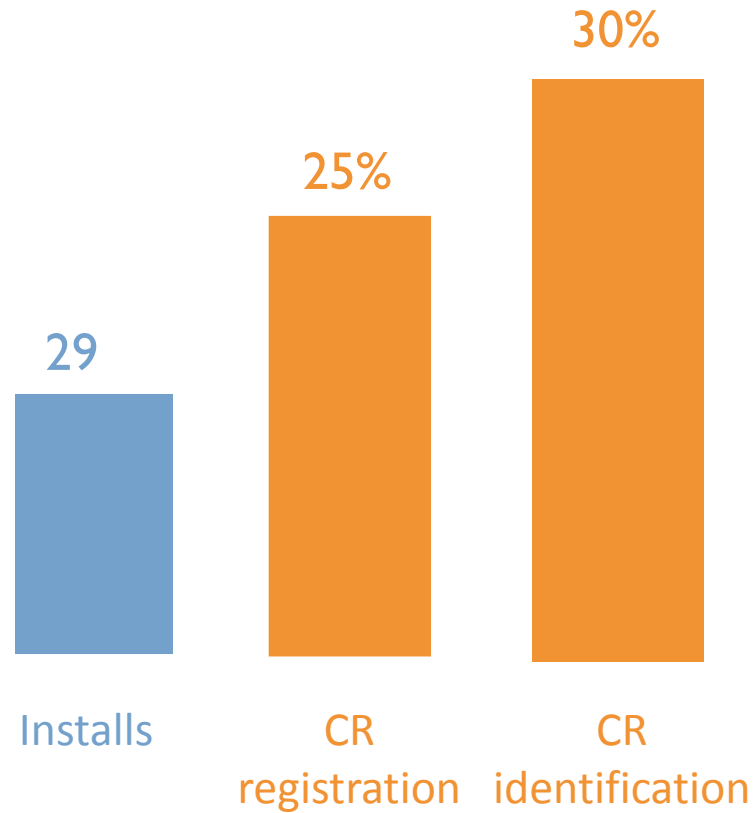


Due to ads were only in Appstore, creatives were made from app content



Performance Dynamic in Korea

August 2019 – October 2019



Performance Dynamic

Total numbers for all geos (KR, MX, MY)

Number of orders was increased 5,7 times
With CR increase by 7,7%

268 daily orders
CR 23,6%

October

47 daily orders
CR 15,9%

August



Korea, Mexico. Malaysia



Case Dostavista

Performance Dynamic – KR - Appsflyer

August

KR: Client iOS (id145860...)

Change App

Dashboard

Overview

Events

FILTER BY: Apple Search Ads, Geo: All, GROUP BY: Media Source / Campaign

Aug 1, 2019 - Aug 31, 2019

Asia/Seoul Timezone UTC+9

| Campaign | Loyal Users | Loyal Users/Installs 68.09% | Cost | Revenue | ROI | ARPU ₩83,021.28 | Average eCPI | Uninstalls | Uninstall Rate | first order created | | | | |
|---------------|-------------|-----------------------------|------|------------|-----|-----------------|--------------|------------|----------------|---------------------|---------------|---------|-----------------|------|
| | | | | | | | | | | Unique Users | Event Counter | Revenue | Events/Installs | eCPA |
| ASA_Dost_KR_1 | 32 | 68.09% | N/A | ₩3,902,000 | N/A | ₩83,021 | N/A | N/A | N/A | 12 | 12 | N/A | 25.53% | N/A |

Septmeber

KR: Client iOS (id145860...)

Change App

Dashboard

Overview

Events

FILTER BY: Apple Search Ads, Geo: All, GROUP BY: Media Source / Campaign

Sep 1, 2019 - Sep 30, 2019

Asia/Seoul Timezone UTC+9

| Campaign | Loyal Users | Loyal Users/Installs 65.60% | Cost | Revenue | ROI | ARPU ₩11,376.00 | Average eCPI | Uninstalls | Uninstall Rate | first order created | | | | |
|---------------|-------------|-----------------------------|------|------------|-----|-----------------|--------------|------------|----------------|---------------------|---------------|---------|-----------------|------|
| | | | | | | | | | | Unique Users | Event Counter | Revenue | Events/Installs | eCPA |
| ASA_Dost_KR_1 | 164 | 65.60% | N/A | ₩2,844,000 | N/A | ₩11,376 | N/A | N/A | N/A | 74 | 74 | N/A | 29.60% | N/A |

October

KR: Client iOS (id145860...)

Change App

Dashboard

Overview

Events

Re-Targeting

Retention

Cohort

FILTER BY: Apple Search Ads, Geo: All, GROUP BY: Media Source / Campaign

Oct 1, 2019 - Oct 31, 2019

Asia/Seoul Timezone UTC+9

Aggregated Performance Report

All Media Sources > Apple Search Ads

first order created

Export CSV

| Campaign | Loyal Users | Loyal Users/Installs 54.88% | Cost | Revenue | ROI | ARPU ₩6,443.09 | Average eCPI | Uninstalls | Uninstall Rate | first order created | | | | |
|---------------|-------------|-----------------------------|------|------------|-----|----------------|--------------|------------|----------------|---------------------|---------------|---------|-----------------|------|
| | | | | | | | | | | Unique Users | Event Counter | Revenue | Events/Installs | eCPA |
| ASA_Dost_KR_1 | 405 | 54.88% | N/A | ₩4,755,000 | N/A | ₩6,443 | N/A | N/A | N/A | 193 | 193 | N/A | 26.15% | N/A |

Case PariMatch

CIS Market entry – Sports Betting

1
goal

Increase number of installs and registrations, in CIS market

2
goal

Increase number of pre-determined actions – first deposits

Advertising Strategy :
In-app traffic

Facebook / Instagram do not allow gambling or betting advertising

KP

20%
CR
into registration

12%
CR
into requested action

**PARI
MATCH**



Performance Dynamic

Traffic monthly growth

> 2,5 times

72 k installs
August

10k installs
May



CIS region

Performance Dynamic

Deposit monthly growth

2,4 times

16,850 deposits

August

3,420 deposits
May

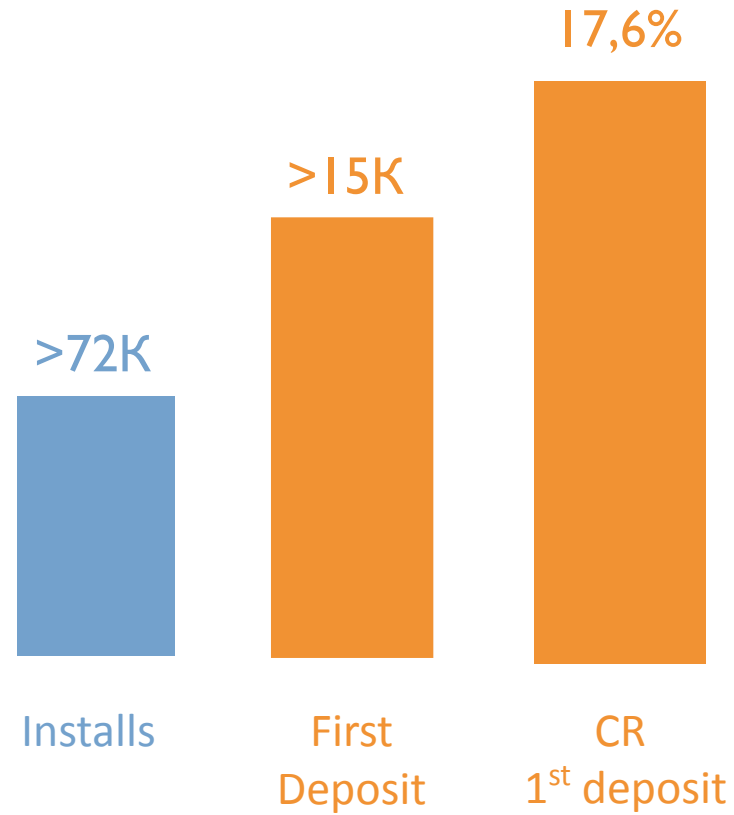


CIS region



Performance Dynamic

May 2020 – June 2020





**ALWAYS READY TO PUSH THE
LIMITS**

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