



# 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

1  
goal

Increase number of installs and registrations, in LATAM market

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

2  
goal

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

KP  
|

70%  
CR  
into registration

30%  
CR  
into requested action



# Case InDriver



Columbia, Mexico, Chile,  
Peru, El Salvador



23 y.o. – 55 y.o.



Facebook / Instagram /  
Ad-networks

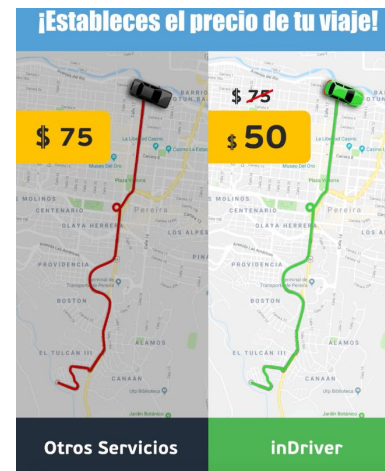
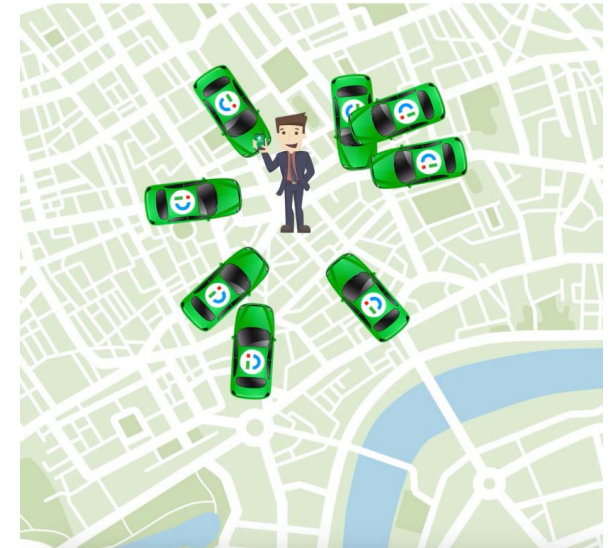


Sales coupons



Spanish Language

# AD Campaign



# Case InDriver

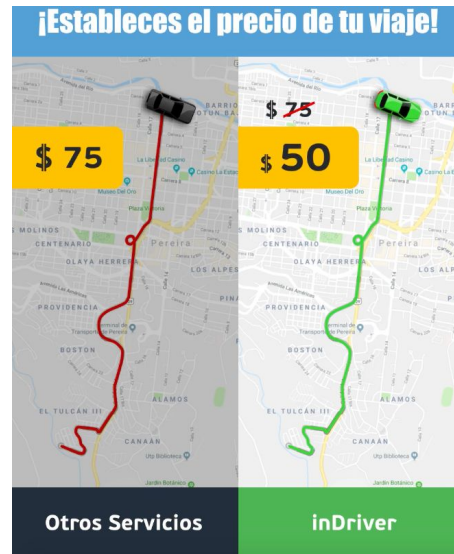
## AD Creatives

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%

49,3%

1<sup>st</sup>  
month

73%  
6<sup>th</sup>  
month

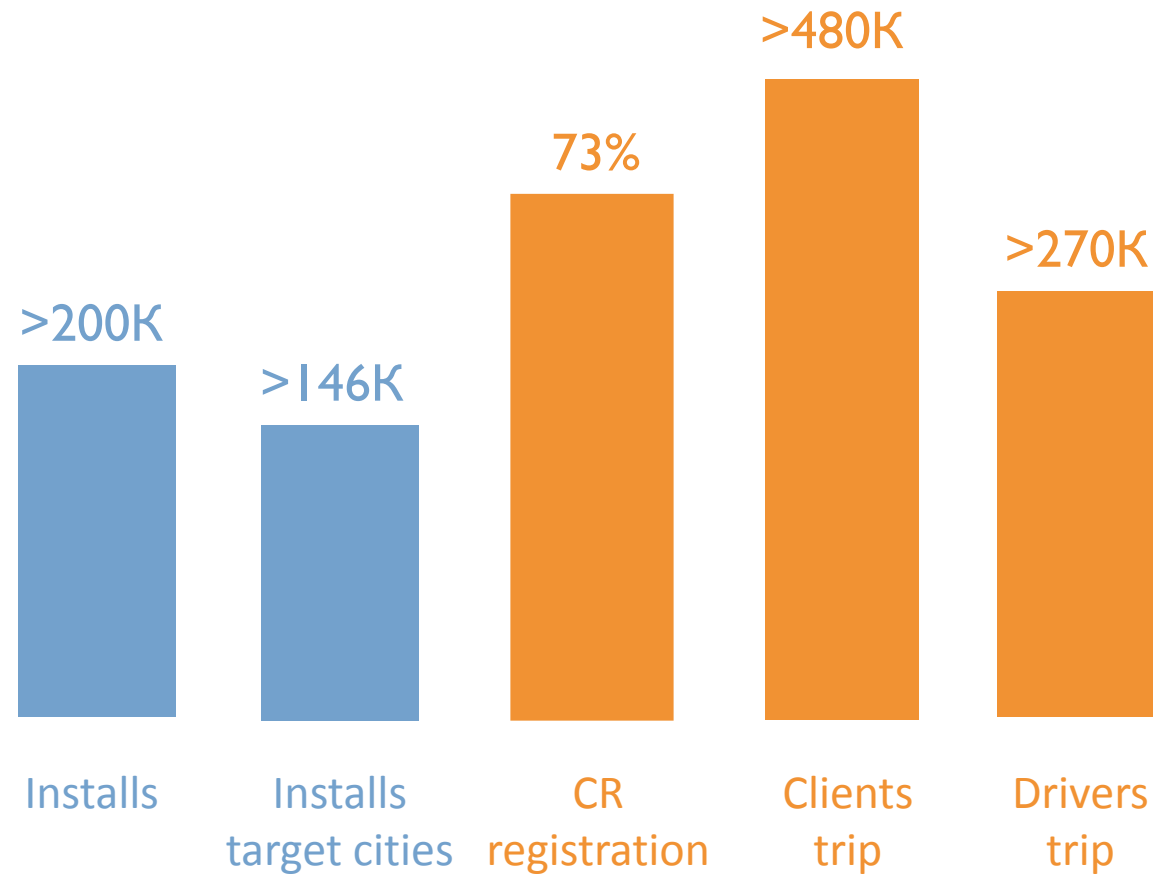


Columbia, Mexico, Chile,  
Peru, El Salvador



# Performance Dynamic

Add campaigns for the InDrive app started from 0





## Case Dostavista

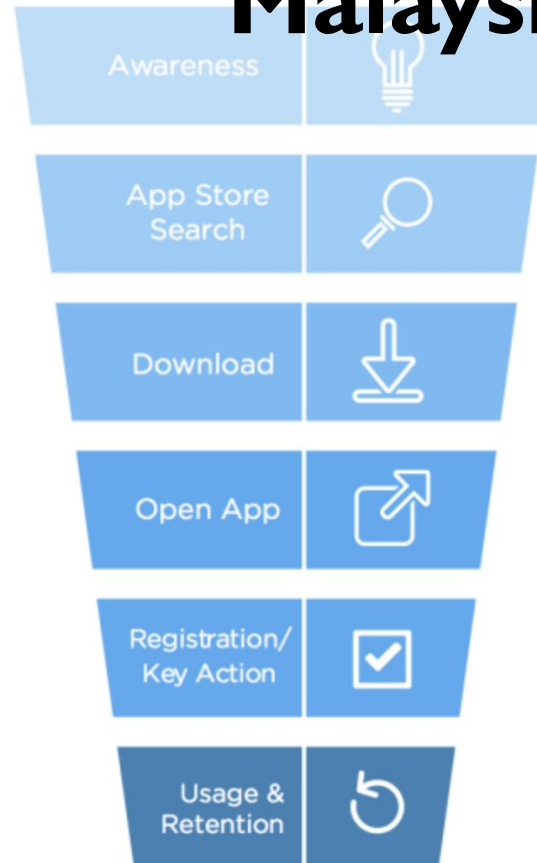
# Market Entry: S.Korea, Mexico, Malaysia

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

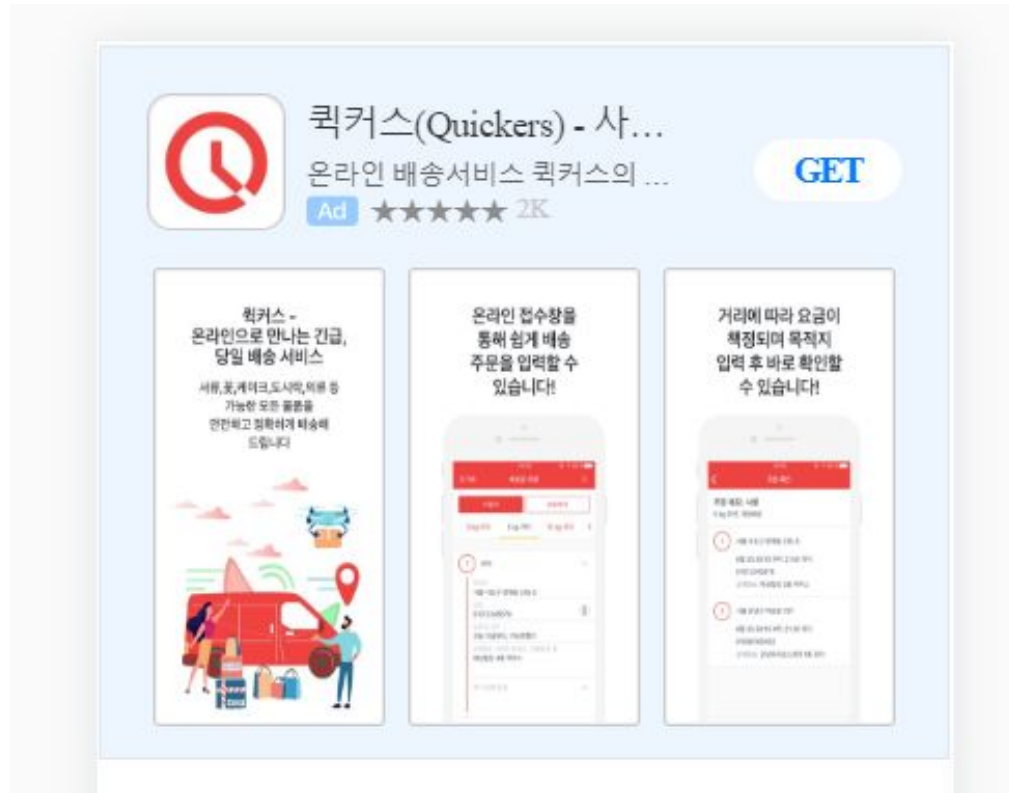
Avg. conversion from outside app store ad campaigns is 15%  
However % of installs by users from ASA, is between 40-60%. Though to get such high % app needs higher brand awareness



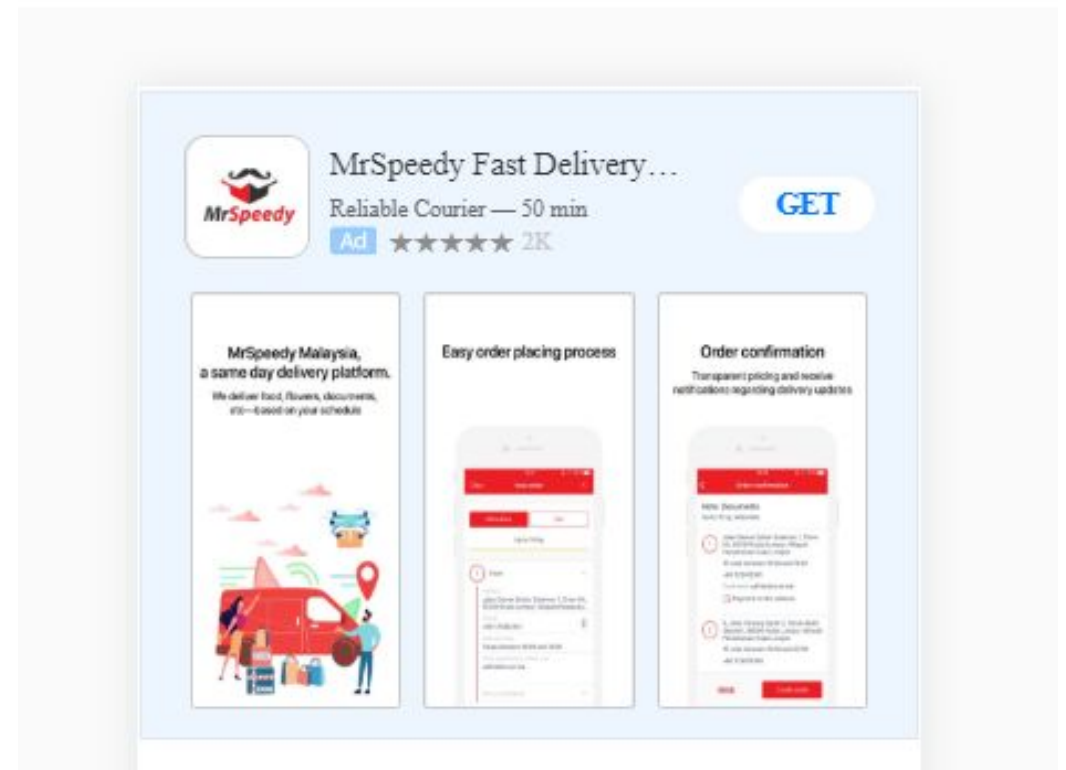
# Case

## Dostavista

# AD Creatives



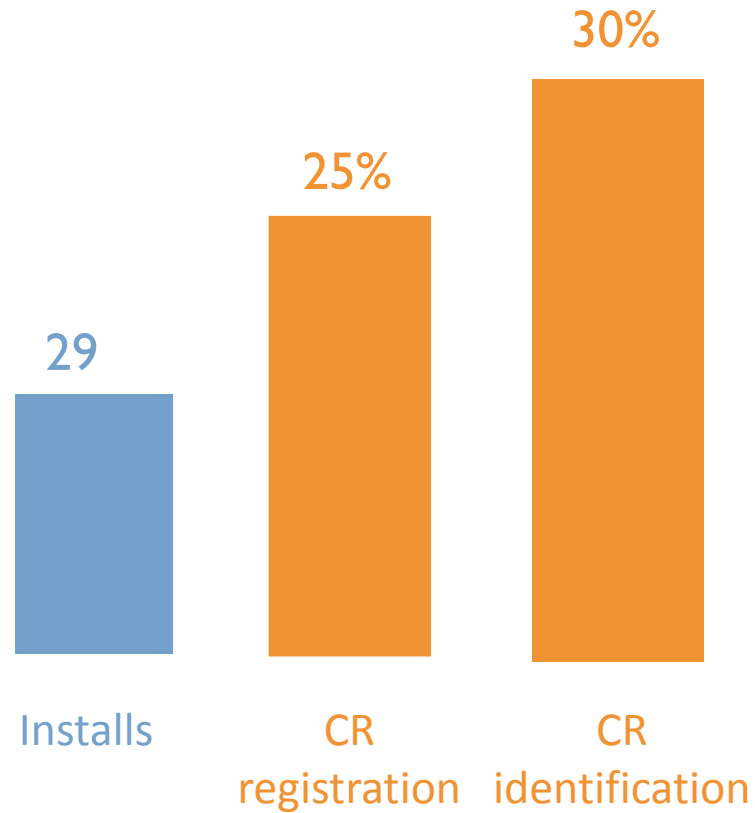
Due to ads were only in Appstore, creatives were made from app content





# 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  
r

47 daily  
orders  
CR 15,9%

August

t




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	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

Advertising Strategy :  
In-app traffic

Facebook / Instagram do not allow gambling or betting advertising

2  
goal

Increase number of pre-determined actions – first deposits

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



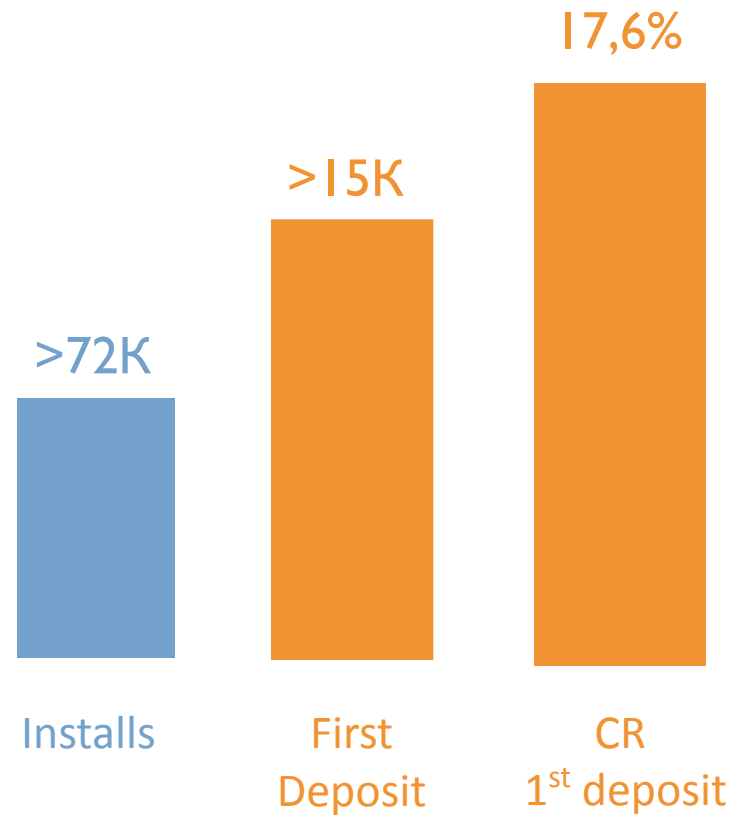
CIS region





# Performance Dynamic

May 2020 – June 2020





**ALWAYS READY TO PUSH THE  
LIMITS**

[info@adleadpro.com](mailto:info@adleadpro.com)