JAPIO

310% ROI with Gaming Mobile Subscriptions

Case study

Overview

Period: August 2021
Goal: User subscription to content
GEO: Mexico
Client: Customer from Ukraine
Payouts: $0.16 - $2
Devices: Mobile
Subscriber Lists: RON
Daily Budget: No limits
Targeting Pptions: Worldwide
Carrier Targeting: Telcel
3 pre-landing pages for tests

Challenge

We have been working with mobile subscriptions all over the world for several years. The team has at least 7 years of experience. We use pop ads and push notifications for launches.

Our team has a specific approach to the promotion of our offers. At first, we run tests on pops. They usually show whether the offer is working or not. Why pops? Great volumes, fast tests, and low costs. If we need additional volumes after the tests, we add push traffic.

We have already succeeded in working with similar offers in other GEOs. This time we were testing a new private offer for the new GEO — Mexico.

Our goal was to find converting landing pages for the new GEO and ensure that the new offer could also be profitable. Now I will tell you about our tactics in more detail.

Landing page example for gaming mobile subscriptions

Solution

We have a strategy that works well for us, but it may not suit everyone. When launching an offer on pop traffic, we select all available sources or run RON ads. This allows making maximum broad tests with wide targeting options.

And one more trick, if the budget allows, we put a CPM rate a little higher than the recommended one. This helps to gather enough information for optimization as fast as possible.

For this offer and GEO our manager recommended an average bid of $2, but we followed our own rule and set up $3.5.

We started testing a bundle with 2-3 pre-landers for 1 offer. All pre-landing pages have already been confirmed earlier with the CPA network. During the split test, we sent the main stream of clicks to the most converting bundle of pre-land → landing and distributed non-unique clicks among the rest.

We won't show our landing pages (hope you understand), but we can show some similar ones.

Some advice to start with mobile subscriptions

The first rule is to make many tests to find a profitable bundle (test pre-landing and landing pages, rotate unique and non-unique users) and communicate with managers. The second one — try to achieve exclusive conditions (higher rates and more caps) and the ability to adapt landing pages (the so-called exclusives).

And remember this simple truth, it happens that even after changing the color of the button on the landing page, it may start converting. I mean, even those that had not converted before!

Conclusion: test a lot and get even more in return!

First Results

We got the first conversions in 10 minutes after the start of the test.

Moreover, for some GEOs that we have already tested with similar offers we had 100%+ ROI before optimization was started. Of course, we were very happy. It was a sign that after optimization, the numbers would be much higher.

Spoiler: after optimization, we reached that number and got 310% ROI!

Campaign Optimization

We always start optimization by disabling non-converting websites. We add the source to the blacklist if we spend x2 payout and it doesn't bring conversions.

After all, we raised the CPM from $3.5 to $5 to get even more traffic.

We began to narrow the target by non-converting cities, provinces, OS versions, browsers after we've collected enough data. In this case, we turned off some versions of Android, left only the Chrome browser, and turned off WebView.

In this case, we did not use Automated rules. The templates are great, but most team members prefer to deal with the data themselves. As for Micro Bidding, we always use it.

Micro Bidding helps to increase/decrease bids for particular websites without applying it to the whole campaign.

Scaling on Push Ads

Let me say a few words about how we scale these offers on push ads.

When we launch push traffic, we usually start with at least 6 creatives at once. The most important thing for us is the text. Then we care about the icon.

If CTR drops significantly, we start refreshing creatives once a week and monitor the results. We use a different approach on push ads — we start with Premium sources because the traffic will have better quality without overspending the budget.

Further, we advise starting other campaigns with other traffic sources like Standard and New ones. The main thing is not to add them to the old campaign but to create new campaigns to make their progress visible.

The logic is still the same for target: we start as wide as possible, then narrow it down. The budget usually allows this strategy, and it is interesting to observe the differences.

Results

We've run 2 campaigns in Mexico for a month and spent $332.42 for pop traffic.

The profit was $1032.26, and ROI reached 310%.

We will continue to run this offer further, but it is sad that soon we'll reach the maximum allowed number of subscriptions for Mexico. But there is nothing to be upset about, there are still many other GEOs and offers for them.

Let's talk about the profit for the month for all GEOs. We have some similar offers for other GEOs, remember? Then for the month, we've spent $1,746.39 on the pop traffic. The profit from all similar offers for other GEOs reached $5,599.14, and ROI was 320%.

Thank you for reading!

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