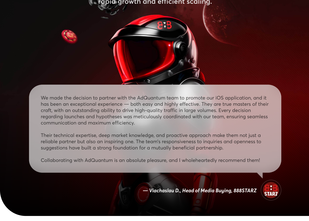
888STARZ

AdQuantum

Over 9,000 FTDs

in 3 months

In just 3 months, we drove over 9,000 FTDs for 888STARZ, with Moloco contributing 4,900+, Unity 1,600+, and ironSource 2,550+, demonstrating rapid growth and efficient scaling.



We made the decision to partner with the AdQuantum team to promote our iOS application, and it has been an exceptional experience — both easy and highly effective. They are true masters of their craft, with an outstanding ability to drive high-quality traffic in large volumes. Every decision regarding launches and hypotheses was meticulously coordinated with our team, ensuring seamless communication and maximum efficiency.

Their technical expertise, deep market knowledge, and proactive approach make them not just a reliable partner but also an inspiring one. The team's responsiveness to inquiries and openness to suggestions have built a strong foundation for a mutually beneficial partnership.

Collaborating with AdQuantum is an absolute pleasure, and I wholeheartedly recommend them!

— Viachesiav D., Head of Media Buying, 888STARZ

Background

APPLICATION RELEASE DATE:

August 2024

888STARZ is a versatile online platform offering seamless betting solutions.

App Store

Goals

- Increase the volume of first-time deposits (FTDs)
- Attract new paying users in key GEOs: Côte d'Ivoire, Cameroon, Egypt, Senegal (CI, CM, EG, SN)
- Explore and optimize various traffic channels
- Develop and test high-performing ad creatives

Strategy

1. **Leverage high-performing traffic sources:**
   Focus on the most effective traffic sources (Moloco, Unity, ironSource) to maximize FTD volumes and optimize ad campaigns with precision.
2. **Focus on GEO-specific performance:**
   Target key regions (CI, CM, EG, SN), taking into account their unique characteristics and potential to attract paying users.
3. **Focus on CPA-driven efficiency:**
   Optimize campaigns by focusing on CPA as the primary metric, ensuring cost-effective acquisition of first-time deposits across all traffic sources.
4. **Adopt creative strategies for GEOs:**
   Develop and test localized creatives to increase relevance in priority regions.
5. **Continuously evaluate and scale campaigns:**
   Test new approaches and scale successful campaigns to achieve maximum FTD growth.

User Acquisition

Case Study period: October 2024 - January 2025

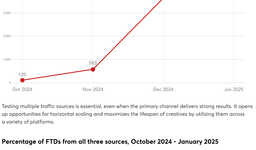
Traffic sources:

Moloco, unityAds, ironSource

GEO: CI, CM, EG, SN

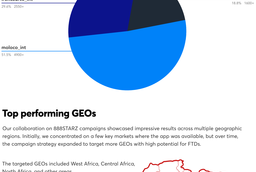
Platform: iOS

Total FTDs trend



Testing multiple traffic sources is essential, even when the primary channel delivers strong results. It opens up opportunities for horizontal scaling and maximizes the lifespan of creatives by utilizing them across a variety of platforms.

Percentage of FTDs from all three sources, October 2024 - January 2025



Top performing GEOs

Our collaboration on 888STARZ campaigns showcased impressive results across multiple geographic regions. Initially, we concentrated on a few key markets where the app was available, but over time, the campaign strategy expanded to target more GEOs with high potential for FTDs.

The targeted GEOs included West Africa, Central Africa, North Africa, and other areas.

The breakdown of FTDs highlights our success across diverse locations:

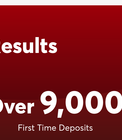
- — Côte d'Ivoire (CI) **2,950 FTDs**
- — Cameroon (CM) **2,030 FTDs**
- — Egypt (EG) **2,000 FTDs**
- — Senegal (SN) **1,660 FTDs**
- — Burkina Faso (BF) **250 FTDs**
- — Benin (BJ) **125 FTDs**

Creatives

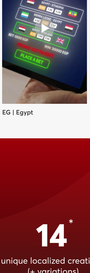
Achieving strong performance across multiple regions requires not only strategic GEO selection but also a tailored approach to creatives. For 888STARZ, we developed and tested 14 unique creatives, each meticulously localized for the specific markets we targeted: Côte d'Ivoire, Cameroon, Egypt, Senegal, Burkina Faso, and Benin.

This localization went beyond simple translation — it involved adapting visuals, messaging, and cultural nuances to resonate with each audience. By aligning creatives with user expectations and regional preferences, we maximized engagement and ensured a seamless user experience across diverse markets.

SN | Senegal



CI | Cote d'Ivoire



EG | Egypt

Results

Over 9,000* First Time Deposits

14* unique localized creatives (+ variations)

* October 2024 - January 2025

Contact us!

Do you have the mobile app on alpha or later stage?
We have investments, marketing resources
and extensive expertise in app promotion.
You too can increase your profit.
Talk to one of our specialists at AdQuantum.

Get started

www.adquantum.com sales@adquantum.com