

CASE STUDY:

DTJ & play

MINING MARKETING
SERVICES



play

The way to web

Client:

Pley - Mobile Games Beyond App Stores

Challenge:

The client was experiencing high CPM (\$25) and CPC (\$2.5) for their advertising campaigns.

Solution:

Conducted market research:

DTJ conducted thorough market research to understand the competitive landscape and identify the most effective advertising channels for Pley.

Implemented A/B testing:

DTJ utilized A/B testing to compare different ad creatives, landing pages, and targeting options. This data-driven approach allowed them to optimize campaigns and achieve the best possible results.

Defined target audience:

DTJ worked closely with Pley to define their ideal customer persona, ensuring that all advertising efforts were targeted to the right audience.



Results:

Reduced CPM by 68%:

DTJ successfully reduced the client's CPM from \$25 to \$8, a significant decrease in advertising costs.



Reduced CPC by 56%:

The client's CPC was also significantly reduced, from \$2.5 to \$1.1, leading to more efficient ad spend.



Before:

☐	UA Playbook_Lead Gen ID: 693410233 • Lead Generation	 Paused	\$1,522.55	75,821	271	0.36%	-	\$20.08	\$5.62	-	-	6	\$253.76	-
☐	Boost_Post_Website Visits_Nov 21, 2023 ID: 676438813	 Paused	\$517.60	20,218	228	1.13%	-	\$25.60	\$2.27	-	-	0	-	-

After:

☐	Pley Location Brand awareness ID: 696969393 • Website Visits	 Active	\$741.38	122,495	647	0.53%	-	\$6.05	\$1.15
☐	Two touch Location Brand awareness ID: 699974313 • Website Visits	 Active	\$705.16	72,689	651	0.9%	-	\$9.70	\$1.08

Conclusion:

DTJ's strategic approach and data-driven methodology resulted in significant improvements in the client's advertising performance. By understanding the market, defining the target audience, and implementing A/B testing, DTJ was able to reduce the client's CPM and CPC by substantial margins, leading to more cost-effective and successful advertising campaigns.





THANK YOU

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