CASE STUDY: DIJ & Pley

MINING MARKETING





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 datadriven 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%:

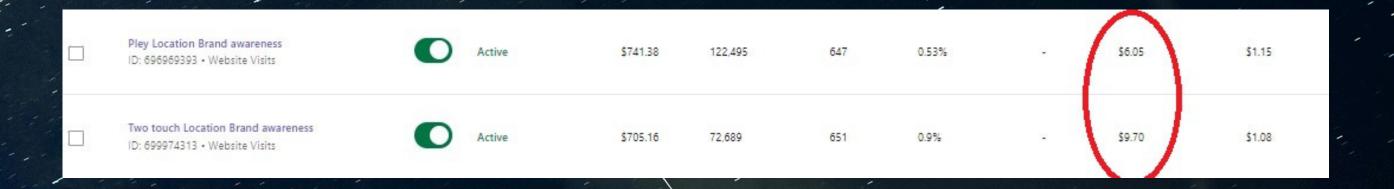
The client's CPC was also significantly reduced, from \$2.5 to \$1.1, leading to more efficient ad spend.



Before:



After:





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.





THANKYOU

BOOK INTRODUCTORY MEETING



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