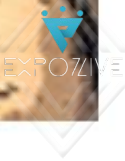




Case Studies - Results

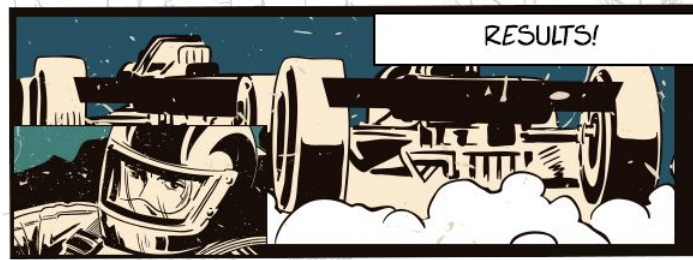
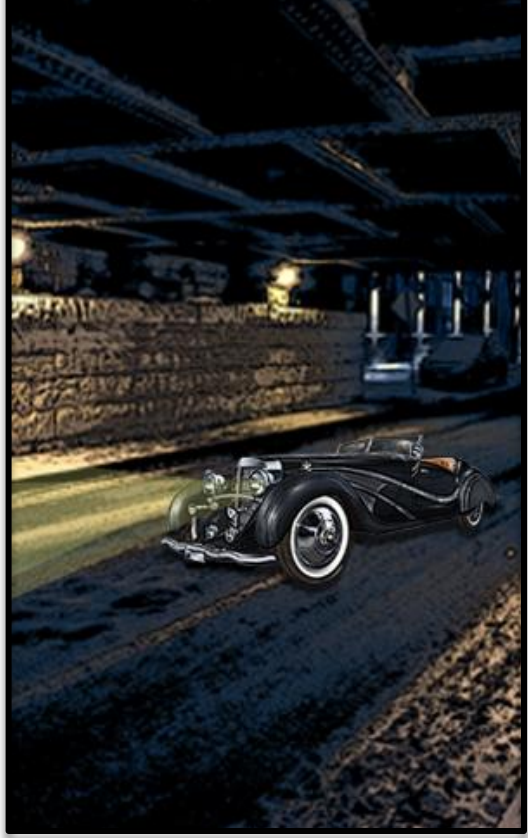
Sample results from
www.expozive.com



About Expozive



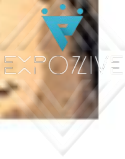
Contents





Segmentation

Types of segmentation & expected results



The Nut Example



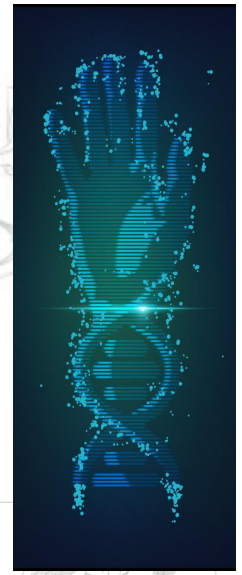
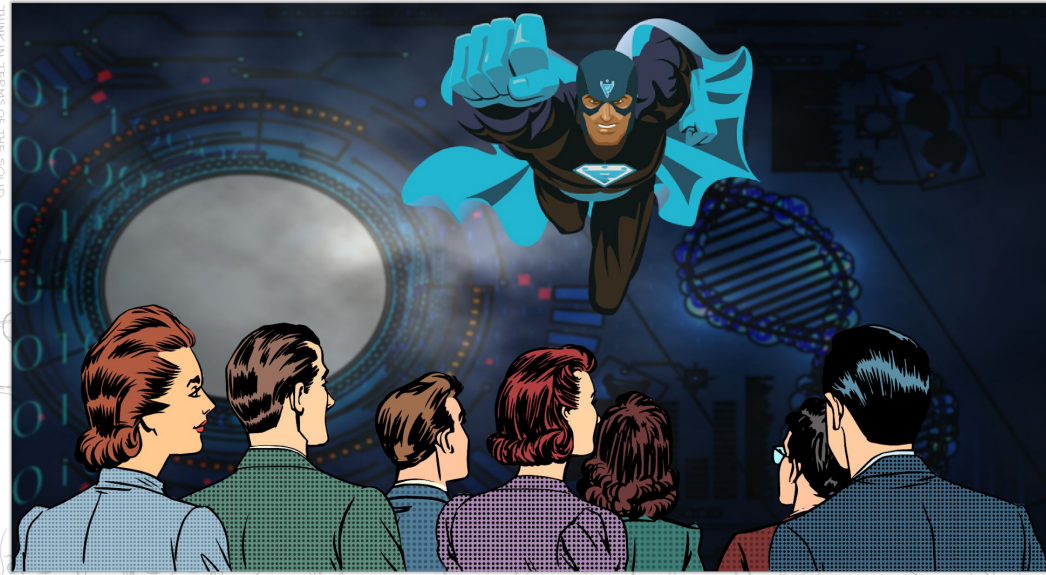
Item	Cost Per Kilo	Weight	Cost as mix high	Cost as mix ave	Cost per item
Cashew	7	3			21
Walnuts	8	3			24
Peanuts	3	4			12
TOTAL		10	80	60	57

Item	Cost Per Kilo	Weight	Cost as mix high	Cost as mix ave	Cost per item
Cashew	7	2			14
Walnuts	8	2			16
Peanuts	3	6			18
TOTAL		10	80	60	48

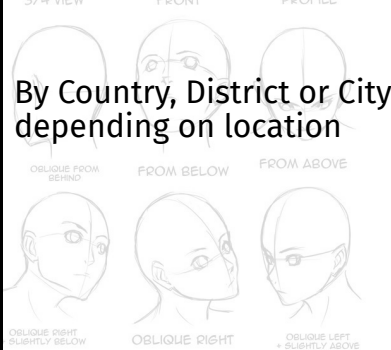
Segmentation Types



THINK IN TERMS OF THE SOUL.

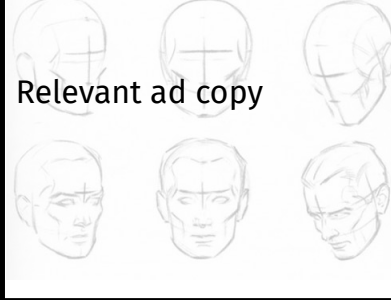


Geographical ->



By Country, District or City depending on location

Keyword groups ->



Relevant ad copy

Display groups ->



Harvesting, retargeting, CAA

MT4 / MT5 Campaign

- ~50 MT4 / MT5 keywords
- UK, Australia, New Zealand, Canada & Ireland
- All together on a max €4 CPC budget

Segment	Budget	Max CPC	Ave CPC	Impressions	Clicks	CTR%
UK	€1,080.00	€4.00	€1.81	33,000	600	1.80%
Australia	€950.00	€4.00	€2.20	7,800	110	1.40%
New Zealand	€63.00	€4.00	€2.39	1,100	26	2.40%
Canada	€450.00	€4.00	€2.33	7,300	190	2.60%
Ireland	€77.00	€4.00	€2.12	1,400	37	2.60%
	€2,620.00	€4.00	€2.17	50,600	963	2.16%

MT4 / MT5 Campaign

- Quick Optimization
- Separated Geos
- Optimized Max CPC
- 15 minutes

Segment	Budget	Max CPC	Ave CPC	Impressions	Clicks	CTR%
UK	€1,026.00	€3.75	€1.75	31,000	590	1.90%
Australia	€950.00	€4.00	€2.20	7,800	110	1.40%
New Zealand	€45.00	€3.25	€1.90	970	24	2.50%
Canada	€120.00	€1.34	€1.01	3,600	120	3.20%
Ireland	€40.00	€2.28	€1.29	1,000	31	3.00%
	€2,181.00	€2.92	€1.63	44,370	875	2.40%

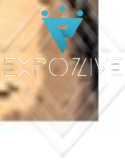
Budget	Max CPC	Ave CPC	CTR%
17% Decrease	27% Decrease	25% Decrease	11% Improvement



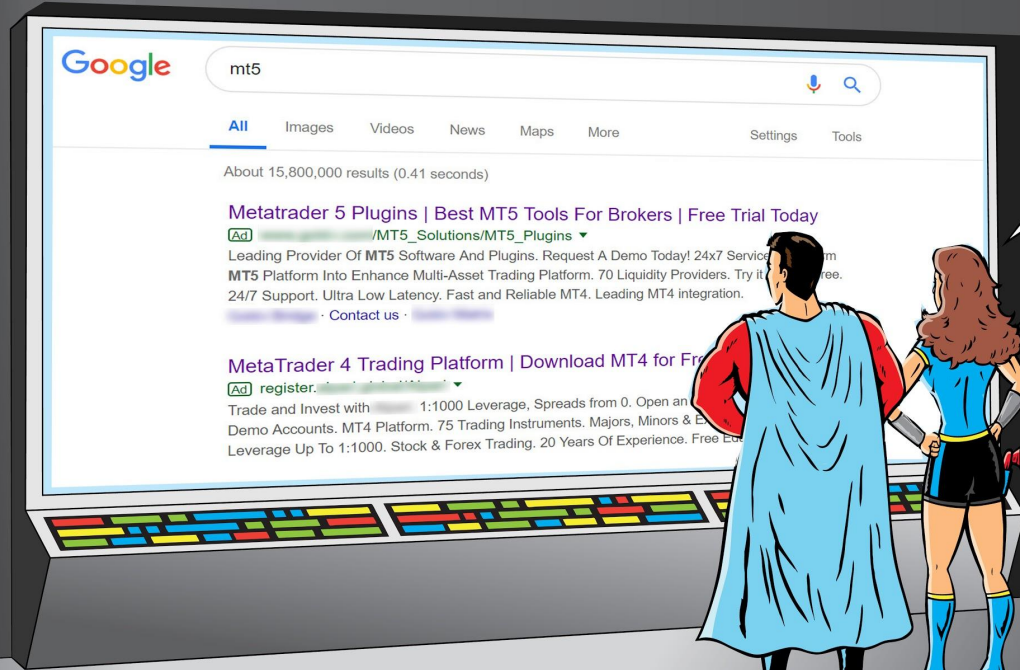
EXPOZIVE

Ad Messaging

Making sure your ads, messaging and landing page experience are in line

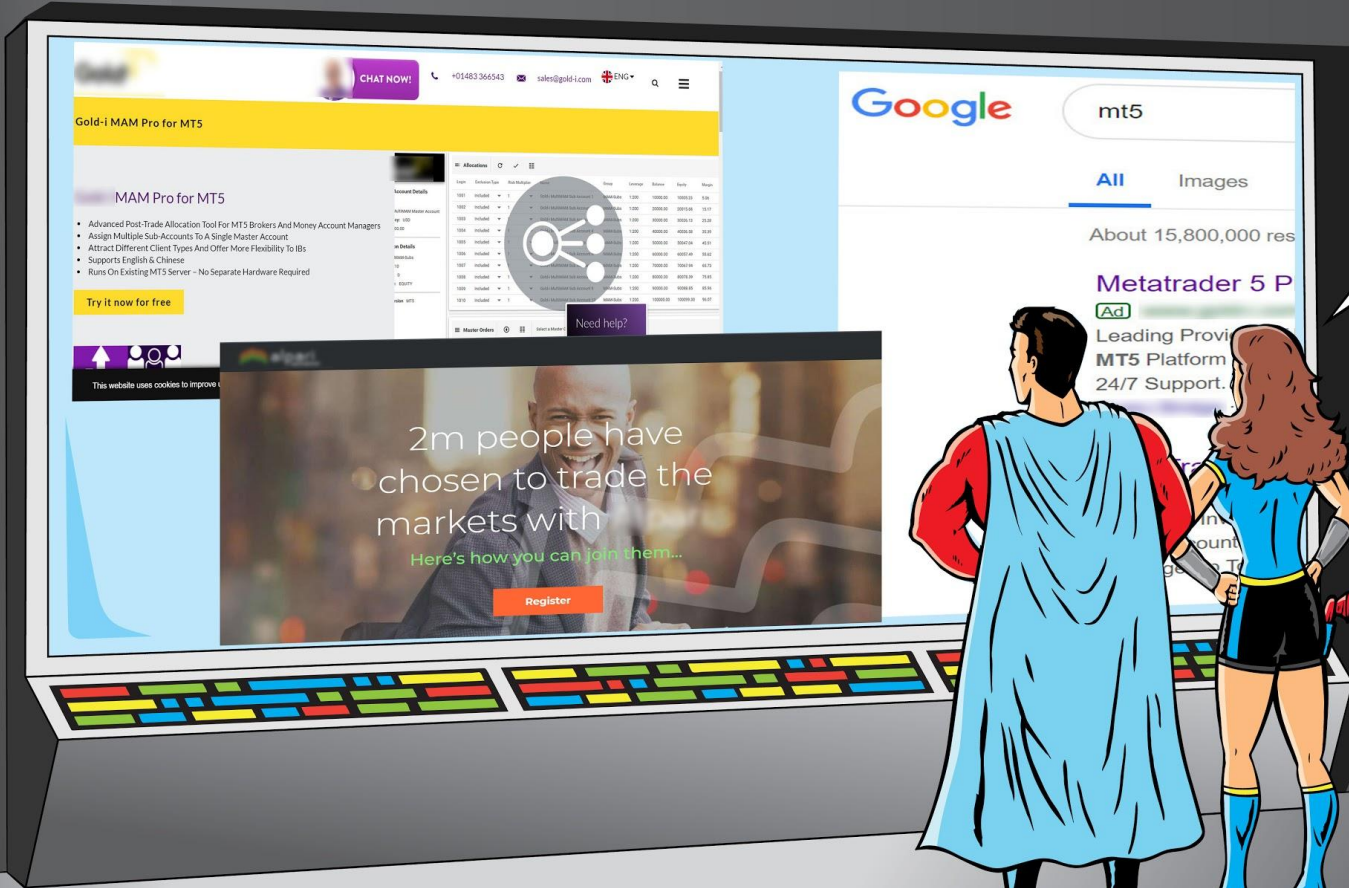


Google search "MT5"



SEARCH
ON *GOOGLE*
FOR *MT5*





SEARCH
ON GOOGLE
FOR MT5

This website uses cookies to improve your experience. We'll assume you're ok with this, but you can opt-out if you wish.

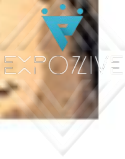
2m people have chosen to trade the markets with
Here's how you can join them...

Register



Content Marketing

Why & how to measure ROI



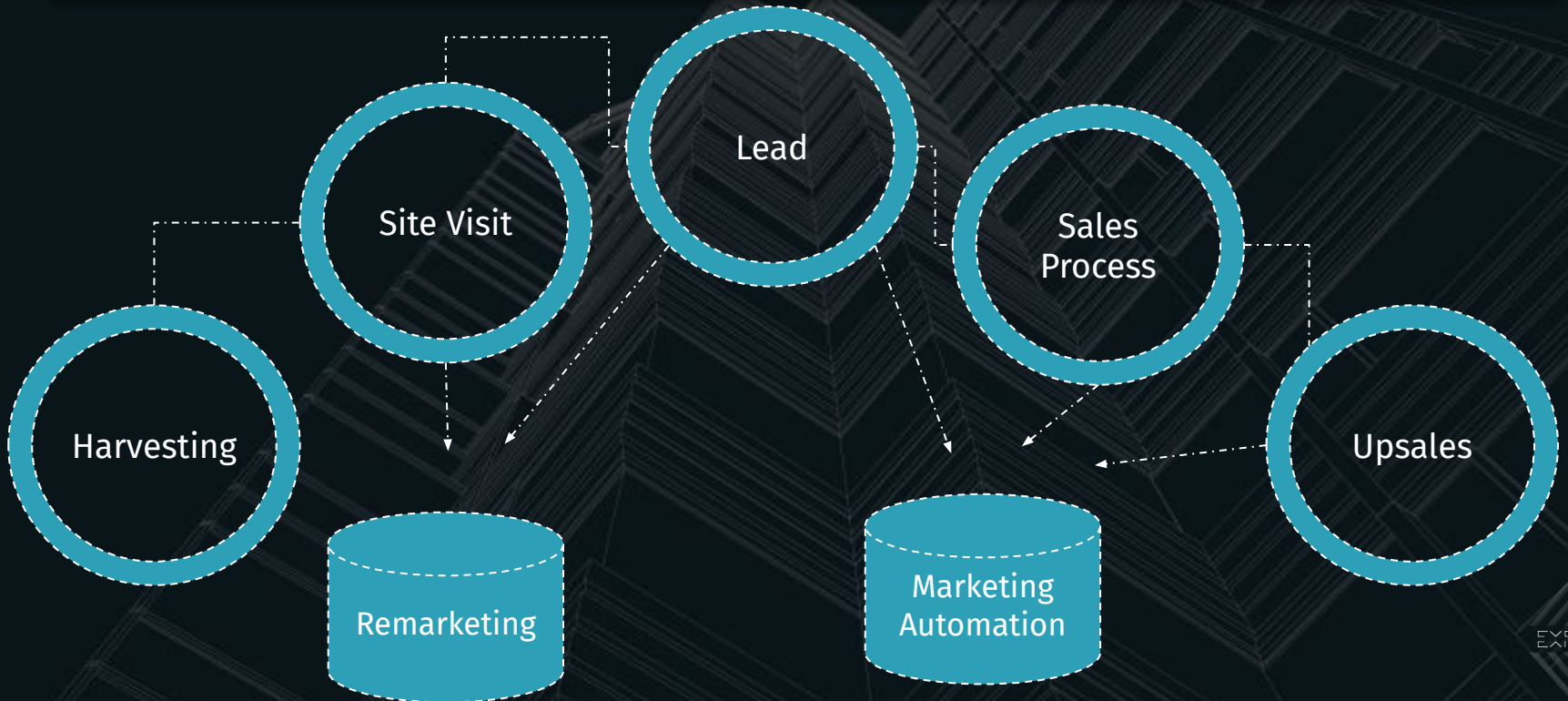
The Problem with Content Marketing



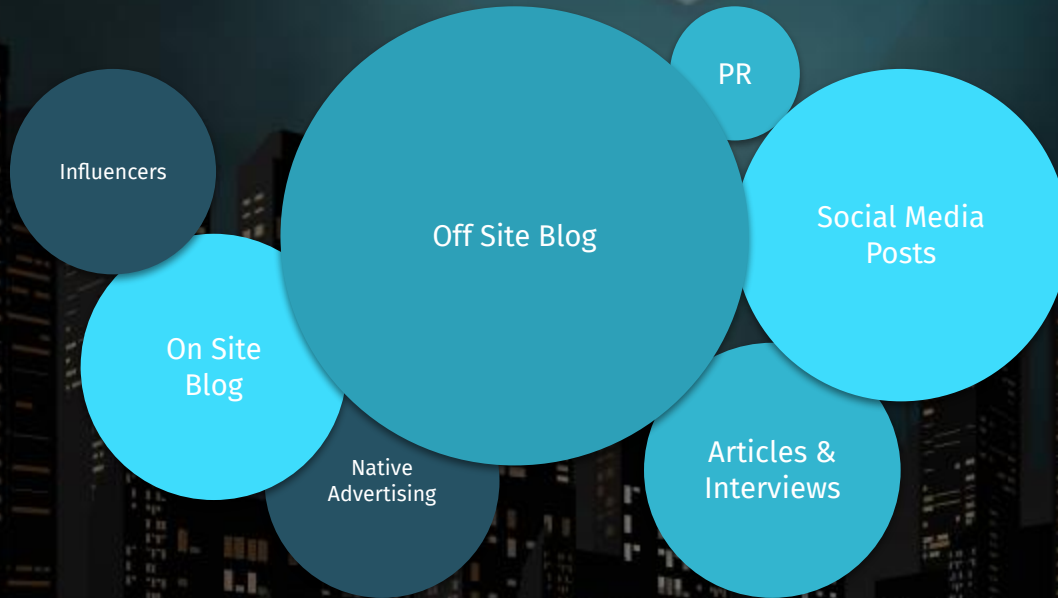
Harvesting & Remarketing



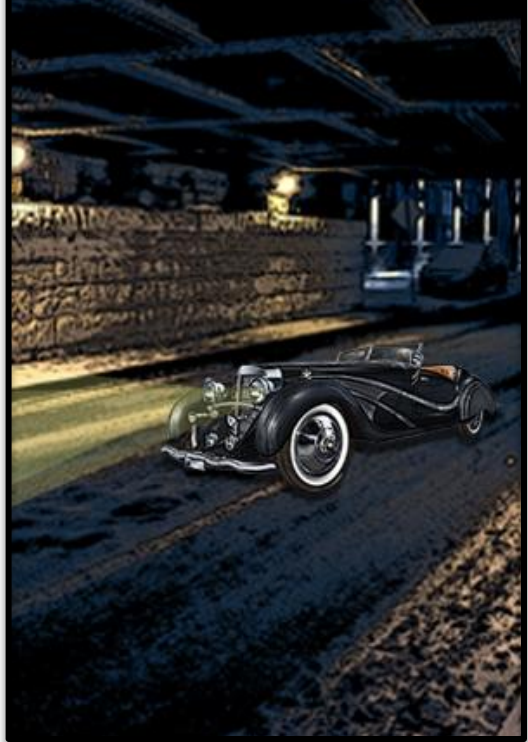
Basic Cycle Overview



Content Landscape



Measuring ROI



TRAFFIC



INCREASE VISITORS

INCREASE DIRECT, ORGANIC, SOCIAL
& REFERRALS

INCREASE IN RETARGETING POOL

INCREASE # LEADS!

BRANDING



HIGHER SERP → MORE VISITORS

INCREASE BRAND TRUST
RECOGNITION & AUTHORITY

INCREASE CTR %

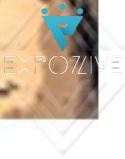
INCREASE IN CONVERSION %!



EXPOZIVE

Results

Real Results - this is what you came for!



Segmentation & Content

Results

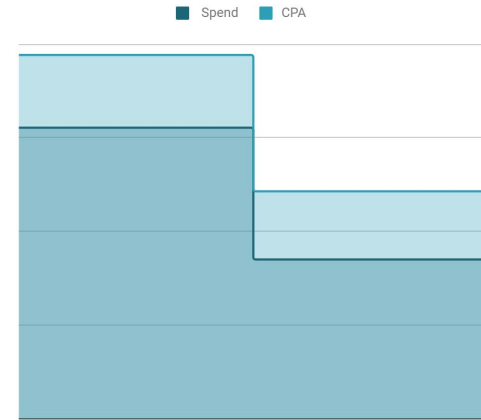
- Decreased CPL costs by 41% over 2 years
- Decreased Effective CPA costs by 44%
- Increased Lead Relevancy by 109%

Methods

- Use of Social Media Advertising, Native, Media, Google & Baidu
- Optimization of all campaigns and geos
- Implementation of new strategy & unique use of tools (including targeting competitor traffic)
- Combined strategy with strong Content Marketing to improve CTR & conversion rates

Ad Spend vs CPA

Decrease in Spend and CPA resulting in a 45.3% spend but only 10% decrease in leads



New UK facing Casino Brand



Results

- Launch new brand for UK Market
- Achieved £150,000 in Gross Profit for a single month by month 4
- Established brand presence in the market

Results

- Total Monthly Budget: £40,000
- Target profiling for potential client base
- Creative blend of Advertising (digital & offline), events and PR

Value Chain - Conversion & Retention

Results

- Increase Gross Profit from \$600K per month to over \$1.5 million
- Increase conversion by 34%
- Increase unique month to month retention by 83%
- Decrease bonus spend % of Gross Profit by 40%

Methods

- Deployment of new acquisition streams
- Data driven conversion and retention programs
- Creative promotions including live leaderboards
- Cross sell products



Value Chain - Conversion & Retention



Results

- Increase FTD conversions by 32%
- Increase 2nd month Returning New by 75%
- Increase New Player Value by 170% & Player Lifetime Value by 63%
- Decrease bonus spend % of Gross Profit by 34%

Methods

- Consulting with in-house Marketing, Telesales, VIP & Acquisition teams
- Development of new programs and process
- Development of transition plan
- Setting KPI's and project plan



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