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Online Gambling App  
Case Study

**AN AWARD-WINNING APP DEVELOPER HAS PARTNERED UP WITH APPTIMUS IN ORDER TO PROMOTE THEIR INCREDIBLE ONLINE GAMBLING APP.**

## The Challenge

Seeing that the brand is a veteran in the sports betting industry with over 5 years of mobile app experience, the client had tried it's fair share of UA solutions.

The client was unhappy with his current results from several user acquisition companies that did not meet its KPI's. our main challenges were:

- Drive in new customers
- Maintain and improve install to registration rate
- Improve ratio between install to FTD

## Goals

- Increasing daily installs
- 20% install to registration
- 10% install to first bet

## Tactics

Once we've put down all KPI's in order & a proper media plan for the client, we started with campaign setup in our programmatic mobile UA platform. Since sports betting is one of our top verticals, the idea was to use all our knowledge and experience to cut the learning curve and hit the ground running. The plan was to start with a short list of sources that have been proven to work for us greatly for similar apps in the past while constantly searching for new ones.

## Our Work Resulted In;

1.2x



DAILY INSTALLS

27%



INSTALL TO  
REGISTRATION

16%



INSTALL TO  
FIRST BET

