

PARETO

SOLUTIONS

CASE STUDY

STRIDE GAMING



STORY

Stride Gaming is a leading online soft gaming operator and, following the acquisition of InfiApps in July 2015, it also operates in the global social gaming market.

HIGHLIGHTS

X6

SCALE



-16%

CPA



CHALLENGE

Whilst their Bingo Brands managed to reach CPA goals, Stride Gaming struggled with cost-effective scaling and launched a pilot campaign with **Pareto Solutions** on June 2016.



ANALYSIS

We identified 3 core issues with the account:

CREATIVE

Existing creatives had low engagement and low relevance score.

USER VALUE

Multiple sub-audiences with drastically different performance and LTV. Each brand, demographic, device etc. converted very differently, making it very difficult to determine the right price for registration.

TRACKING

Due to Facebook limitations and differences in attribution, it was hard to measure and optimise the campaign based on true user value, especially on brands with long conversion cycle.



ACTIONS TAKEN

CREATIVE

We've used our in-house video to create super-engaging creatives combining existing in-game video footage and animation elements, improving social engagement and click-through-rate drastically and thus decreasing acquisition cost as well as increasing delivery.

Creative analysis was done automatically by our proprietary Pareto Optimiser technology, low performing creatives being deleted and top performing sent to the video production team for them to create more variants of the best ads, enabling us to constantly improve performance.

Pareto Optimiser also tested different advert+landing page combinations on multiple audience combinations, diverting each audience to the most cost-effective combination.

USER VALUE

We've created extremely granular campaign structure with multiple ad-sets (age group, gender, city, device, brand, interests etc.). Pareto Optimiser set individual bids to each ads based on predictive modeling & real-time conversion data, with the bids being more and more accurate as more conversion and revenue data was accumulated.

TRACKING

In order to track accurate LTV based on the client attribution, we've used server-to-server conversion tracking beta via Facebook API to send Facebook Ads and Pareto Optimiser accurate user value, enabling us to optimize based on actual revenues without the need to make changes on the brands tracking codes.



SOLUTIONS RESULTS

Pareto Solutions manages exclusively all Stride's Bingo brands FB Activity.

Increase of **600% in Bingo FTDs.**

Decrease of **16% in cost-per-FTD.**

Steady growth trend **for the last 10 months.**

