

USERS ACQUISITION CAMPAIGN POWERED BY WIZTRACKER

**LOWER COSTS & HIGHER VOLUMES
WITH YouTube vs. facebook.**

GAMELOFT / DRAGON MANIA LEGENDS USE CASE



COMBINED BRAND CONTENT + TRUEVIEW CAMPAIGN POWERED BY WIZTRACKER
▶ **REMARKABLE RESULTS: HIGH CONVERSION RATE & HIGH VOLUME OF INSTALLS**



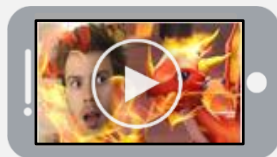
1 Gameplay
video with
YouTuber
on YouTuber channel



Long form: 13:57



1 Advertising
video with
YouTuber
on TrueView mobile



Short form: 00:40











2,90 %
Conversion rate
(install/total views)



13 587
Conversions

COMBINED BRAND CONTENT VIDEO + TRUEVIEW INSTREAM WIZDEO TARGETING
 ► LOWER CPI & HIGHER NEW USERS VOLUME **VS. ORGANIC VIEWS ONLY**







Total cost per install <i>including production costs</i>	YouTuber organic views  +  + Trueview instream**, Wizdeo targeting 	Organic views only for Youtuber Video uploaded on his channel 
Download Volume	HIGH	LIMITED
Boost in app stores*		
Total cost per install		 50% MORE EXPENSIVE

(*) The more the app is downloaded, the higher the app is ranked in app stores : more free installs

(**) Truview Instream campaign is aiming at targeting more potential and similar audiences by using Adwords

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COMBINED VIDEO BRAND CONTENT + TRUEVIEW INSTREAM WIZDEO TARGETING
 ► **YOUTUBE LOWER CPI & HIGHER VOLUMES VS. FACEBOOK**

Total cost per install <i>including production costs</i>	YouTuber video Trueview instream** Wizdeo targeting    	Facebook video ad campaign 
<div data-bbox="150 467 401 554">Download Volume</div>	<div data-bbox="772 489 879 529">HIGH</div>	<div data-bbox="1464 489 1561 529">LOW</div>
<div data-bbox="150 603 401 691">Boost in app stores*</div>	<div data-bbox="763 627 898 666">☆☆☆</div>	<div data-bbox="1497 627 1526 666">0</div>
<div data-bbox="150 794 401 882">Total cost per install</div>	<div data-bbox="807 819 846 857">✓</div>	<div data-bbox="975 726 1342 966">  </div> <div data-bbox="1400 780 1632 906"> 94% MORE EXPENSIVE </div>

(*) The more the app is downloaded, the higher the app is ranked in app stores : **more free installs**

(**) Truview Instream campaign is aiming at targeting more potential and similar audiences by using Adwords

GAMING MOBILE APP : HIGH VOLUMES & LOW COST OF NEW USER ACQUISITIONS

▶ SELECTION OF INFLUENCERS (1/3)

Stage 1 Select the most relevant influencer, with

Reference videos list

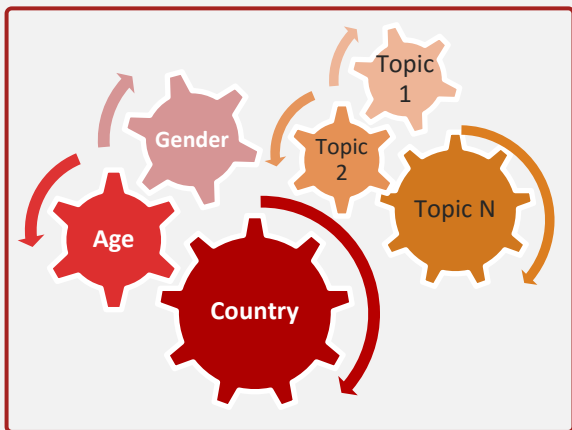
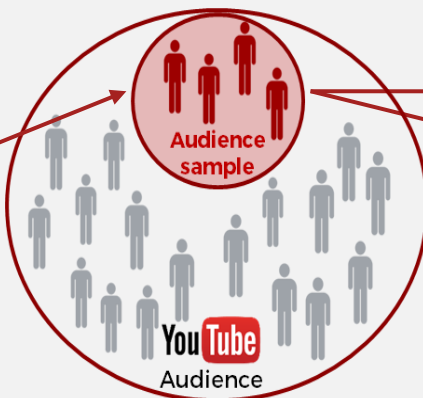
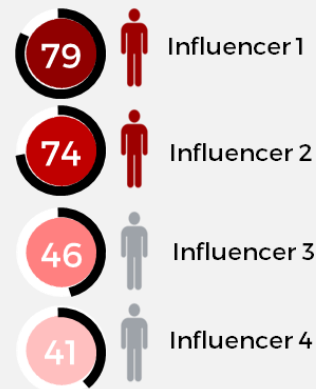
According to the target criteria (country, age, gender) provided by the clients, Wiztracker creates a list of most relevant videos

Audience sample creation

- Identify targeted audiences by the reference of relevant videos
- Minimum size 10 000 uniques

Ranking of influencers by relevance

Based on the targeted audience, generate a list of the most relevant influencers ranked by the proximity index

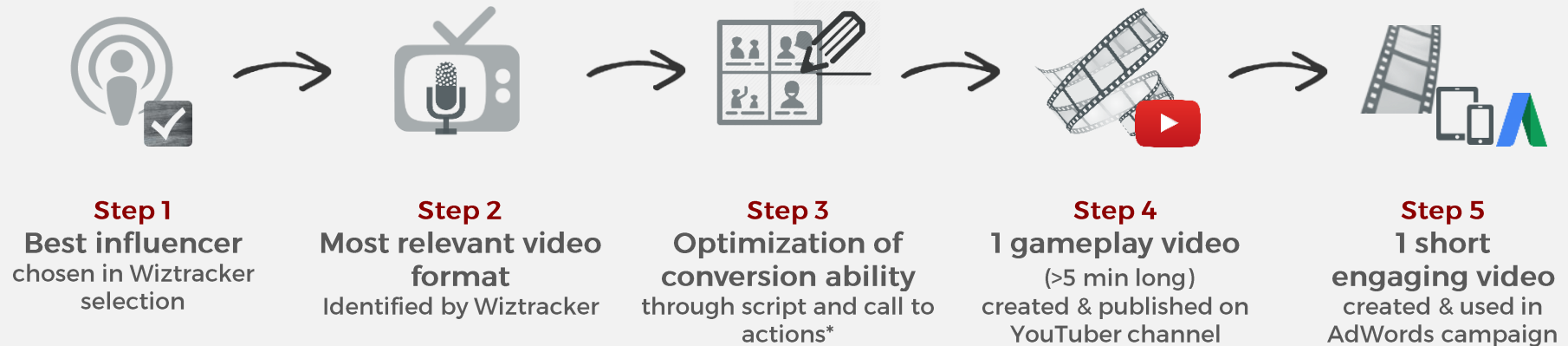




GAMING MOBILE APP : HIGH VOLUMES & LOW COST OF NEW USER ACQUISITIONS

► PRODUCTION OF VIDEO BY YOUTUBER (2/3)

Stage 2 Produce conversion-optimized video by influencer

Brand Content video creation supervised by a Wizdeo YouTube Certified Channel Manager, with WizTracker input :



(*) Call-to-actions: Tracking links in the description of video, annotations, cards and oral CTA etc.

GAMING MOBILE APP : HIGH VOLUMES & LOW COST OF NEW USER ACQUISITIONS
▶ TARGETED AD CAMPAIGN, POWERED BY WIZTRACKER (3/3)

Stage 3 Convert through TrueView for Mobile, Wiztracker-targeted campaign



Long video published on YouTuber channel yields limited conversions

AdWords amplification



Step 1

1 short video
used in AdWords campaign

Step 2

TrueView Instream
campaign created

Step 3

Lookalike Youtube channels*
Aiming at maximizing the volume of the targeted audiences

Step 4

Campaign Diffusion
Target Lookalike Youtube channels















Step 5

Campaign optimized
Prune low-performing demo segments or lookalike audience lists

*Lookalike channels are similar channels of selected youtubers

BRAND CONTENT VIDEO + TRUEVIEW INSTREAM VS. ORGANIC VIEWS ONLY

► MORE ADDED-VALUE WITH WIZDEO SOLUTION

Features	Wizdeo Solution 	Organic views only 
Install tracking & attribution 	 <p>All installs attributable to campaign can be tracked, 30-days after clicks</p>	 <p>Only immediate installs post-click are tracked</p>
Volume of installs 	 <p>High volumes: all core audiences of influencer + lookalike channels</p>	 <p>Small & limited by natural reach: a small % of influencer fans</p>
Quality of acquired users 	 <p>Higher ARPU thanks to a targeted and adjusted Adwords Campaign</p>	 <p>No adjustments possible</p>
Optimization possibilities 	 <p>Daily optimization managed by our team leads to the best ROI</p>	 <p>No optimization once video published</p>

(*) Lookalike channels are similar channels of selected youtubers'

(**)ARPU: Average Revenue Per User

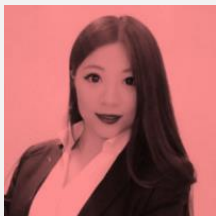
FOR MORE INFORMATION ABOUT WIZDEO SOLUTIONS : CONTACT US !



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