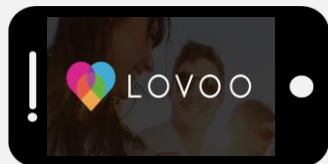
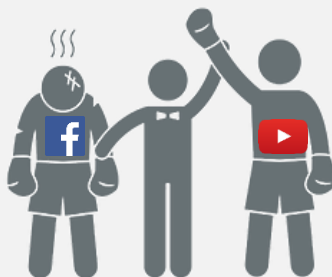


DATING APP LOVOO CAMPAIGN POWERED BY WIZTRACKER



**YOUTUBE ALMOST MATCHES FACEBOOK IN COSTS
& BEATS IT BY FAR IN REACH**



MARCH 2016

COMBINED BRANDED CONTENT + TRUEVIEW CAMPAIGN POWERED BY WIZTRACKER = **REMARKABLE RESULTS (MORE INSTALLS VOLUMES & LOWER CPI)**



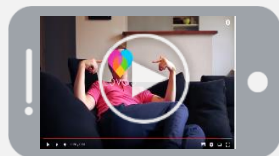
1 Longform
video with
YouTuber
on YouTuber channel

1 Advertising
video with
YouTuber
on TrueView mobile

**Higher
installs
volume**
than with a
Facebook ad
campaign

**83%
lower CPI**
than with a
standard
targeting
AdWords
campaign

3350
Installs in
one week



Click on the thumbnails to watch the videos



AGENDA



I. WIZDEO Costs & Reach results, compared to Facebook & standard AdWords



II. Campaign performance results



III. Dating mobile app challenge & Wizdeo custom solution

- YouTube influencers selection
- Video production
- Targeted ad campaign


















IV. Wizdeo & WizTracker quick overview



V. Contacts

COMBINED BRAND CONTENT VIDEO + TRUEVIEW MOBILE WIZDEO TARGETING












▶ **BETTER CPI & HIGHER NEW USERS VOLUME THAN STANDARD VIDEO**

	YouTuber video Trueview for mobile Wizdeo targeting    	Standard video Trueview for mobile Affinity targeting   
DWL Volume		
Community leverage : reach	HIGH	0
Boost in app stores*		
Production cost		
Media CPI <i>excluding production costs</i>		 <p>83% MORE EXPENSIVE</p>

(*) The more the app is downloaded, the higher the app is ranked in app stores :
 better visibility & more free installs without more ad spending => **LOWER GLOBAL CPI**

I.

COMBINED BRAND CONTENT VIDEO + TRUEVIEW MOBILE WIZDEO TARGETING
▶ YOUTUBE CPI CLOSE TO FACEBOOK, MUCH HIGHER VOLUMES FROM YOUTUBE

	YouTuber video Trueview for mobile Wizdeo targeting    	YouTuber video Facebook ad campaign 
DWL Volume		
Community leverage : reach	HIGH	LOW
Boost in app stores*		0
Production cost		
Media CPI <i>excluding production costs</i>	✓	 25% CHEAPER

(*) The more the app is downloaded, the higher the app is ranked in app stores :
 better visibility & more free installs without more ad spending => LOWER GLOBAL CPI

BRAND CONTENT CREATION + TRUEVIEW FOR MOBILE, POWERED BY WIZTRACKER

▶ THE MORE THE AD BUDGET IS HIGH & RAPIDLY SPENT, THE CHEAPER IS THE CPI

Install volumes & Cost/install
















- Performance best practice with Wizdeo solution : Targeting a high volume of conversions and implementing several campaigns has a **multiplier impact on CPI**
- Campaign performances improved over time in both **volumes and CPI**






BRAND CONTENT CREATION + TRUEVIEW FOR MOBILE, POWERED BY WIZTRACKER

► BEST BANG FOR THE BULK

	Wizdeo Solution   	BC video only 
Install tracking 	 All clicks: any user device, 30-days after clicks	 Post-click only: immediate install after click
Install volumes 	 High volumes: all core audiences of influencer + lookalike channels	 Small & Limited by natural reach: a small % of influencer fans
Campaign optimization 	 Daily ROI optimization means better cost & volumes as campaign progresses	 No optimization

VIDEO PRODUCTION: BRAND CONTENT VS STANDARD PRODUCTION ON YOUTUBE
 ▶ NATIVE CONTENT ENGAGES BETTER YOUR TARGET THAN STANDARD ADVERTISING

		Average Watch time	Engagement rate*	Views	Budget
Standard video advertising Production 		01:04	1,34	668 650	HIGH
Brand content Production 		02:43	33,14	420 177	MEDIUM

(*) Number of actions (likes, comments, shares ...) for 1000 views

DATING MOBILE APP CHALLENGE : GENERATE HIGH VOLUMES OF NEW USER ACQUISITIONS

▶ SELECTION OF INFLUENCERS (1/3)

Stage 1 Selection of most relevant influencers, with **wiztracker**

Reference videos list

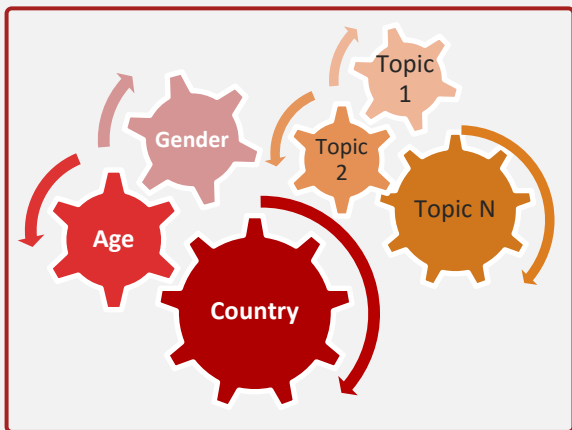
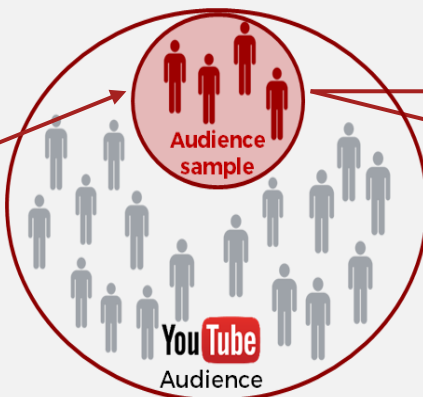
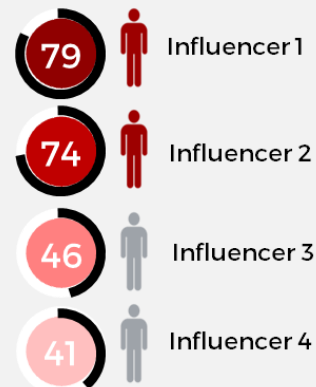
According to the target criteria (country, age, gender) provided by the clients, Wiztracker creates a list of most relevant videos

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

DATING MOBILE APP CHALLENGE : GENERATE HIGH VOLUMES OF **NEW USER ACQUISITIONS**

► **PRODUCTION OF VIDEOS (2/3)**

Stage 2 Production by influencers of conversion-optimized videos

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



DATING MOBILE APP CHALLENGE : GENERATE HIGH VOLUMES OF NEW USER ACQUISITIONS

▶ TARGETED AD CAMPAIGN (3/3)

Stage 3 Conversions thru TrueView for Mobile Wiztracker-targeted campaign



The 2 long videos published on YouTuber channels yield some limited conversions

AdWords amplification



Step 1

2 short videos used in AdWords campaign

Step 2

AdWords TrueView for Mobile campaign created

Step 3

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

Step 4

Campaign targeted to audiences of lookalike channels

Step 5

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

*Lookalike channels are similar channels of selected youtubers

WIZDEO DELIVERS BRAND CONTENT & CHANNEL DEVELOPMENT SERVICES OR PROVIDES ACCESS TO THE WIZTRACKER SOFTWARE SUITE

Agency services

Brand Content campaigns with specific ROI guarantees

- ✓ **Selection** by Wizdeo of most relevant YouTube creator based on client's brief
- ✓ **Production** of brand content video for a campaign, or series of videos for a brand channel
- ✓ Delivery of **guaranteed ROI performances**: reach (views, watch time) or conversions
- ✓ Performance guarantees achieved thru **organic views & AdWords campaign based on YouTubers remarketing lists (video creator + lookalike channels)**

SaaS provider

WizTracker software premium license for Youtube-savvy advertisers or agencies

- ✓ **Selection by Wiztracker** of most relevant YouTuber for brand brief + automated KPI forecasts for organic performance
- ✓ Client **manages content production & AdWords campaign** deployment thru Wiztracker recommendations
- ✓ Client gets **personalized Wiztracker recommendations for channel development** (SEO, programming, retention, promotion)
- ✓ Client gets access to **benchmarks both in organic & paid media campaigns** to analyze his performance and plan his YouTube actions

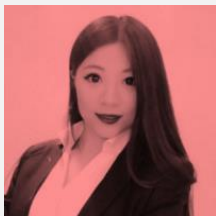
FOR MORE INFORMATION ABOUT WIZDEO SOLUTIONS : CONTACT US !



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