ExpertOption

AdQuantum

Over 90,000

First Time Deposits

During the ~1,5 years of collaboration, AdQuantum generated more than 90000 FTDs for Expert Option.

Collaborating with the AdQuantum team is a pleasure. Their blend of technical expertise, market knowledge, and economic insight sets a solid foundation for a productive partnership. Their quick resolution of inquiries, proactive approach, and openness to suggestions create a robust framework for mutually beneficial collaboration. Working with AdQuantum is not only efficient but also inspiring! ❤️

— Alexander S., Affiliate Team Lead

Background

2015.11.24

WORLDWIDE RELEASE DATE

87,700

DAU

Expert Option is a mobile broker offering easy trading solutions for people across the globe.

Download on the App Store

GET IT ON Google Play

Goals

- Scale the number of FTDs (First time deposits)
- Acquire new paying users worldwide
- Try out different traffic sources
- Produce well-performing creatives

Strategy

1. Combine different models of cooperation
2. Analyze CPA and ROI
3. Scale results within 3 apps
4. Produce localized creatives
5. Constantly 'rotate' GEOs in campaigns to do good performance even in small countries

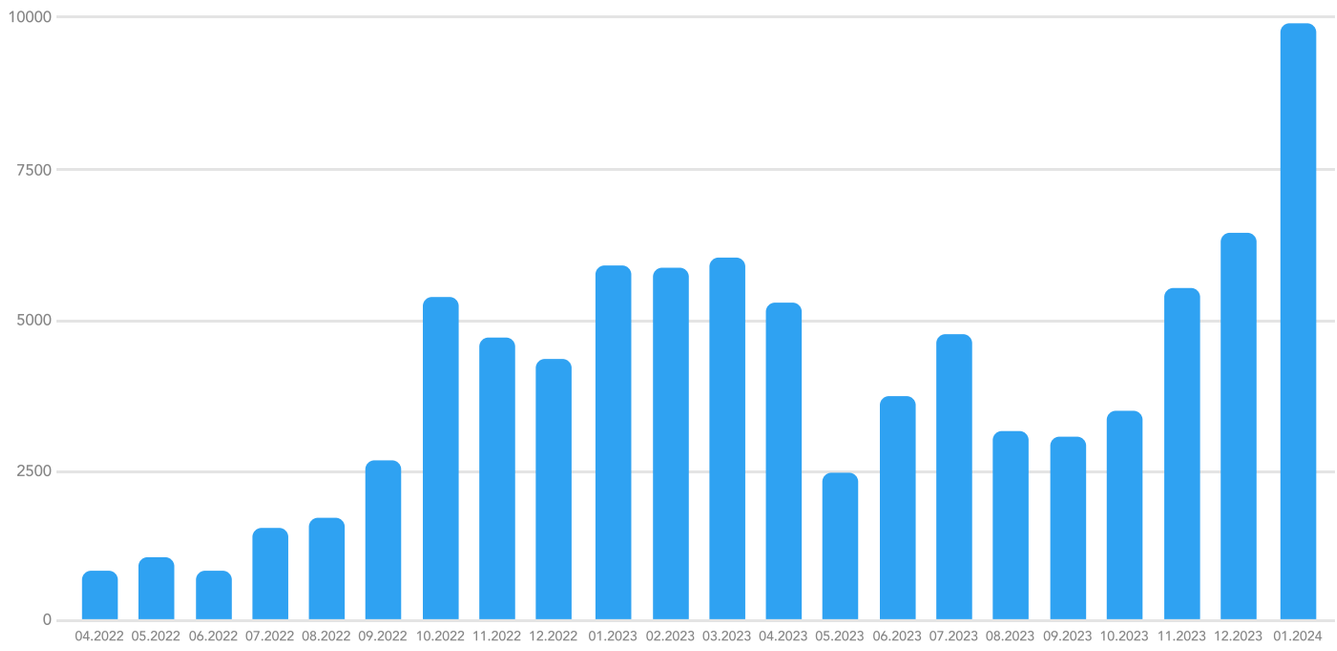
User Acquisition

Case Study period: April 2022 - January 2024

GEO: WorldWide

Platform:

Android + iOS FTDs per month

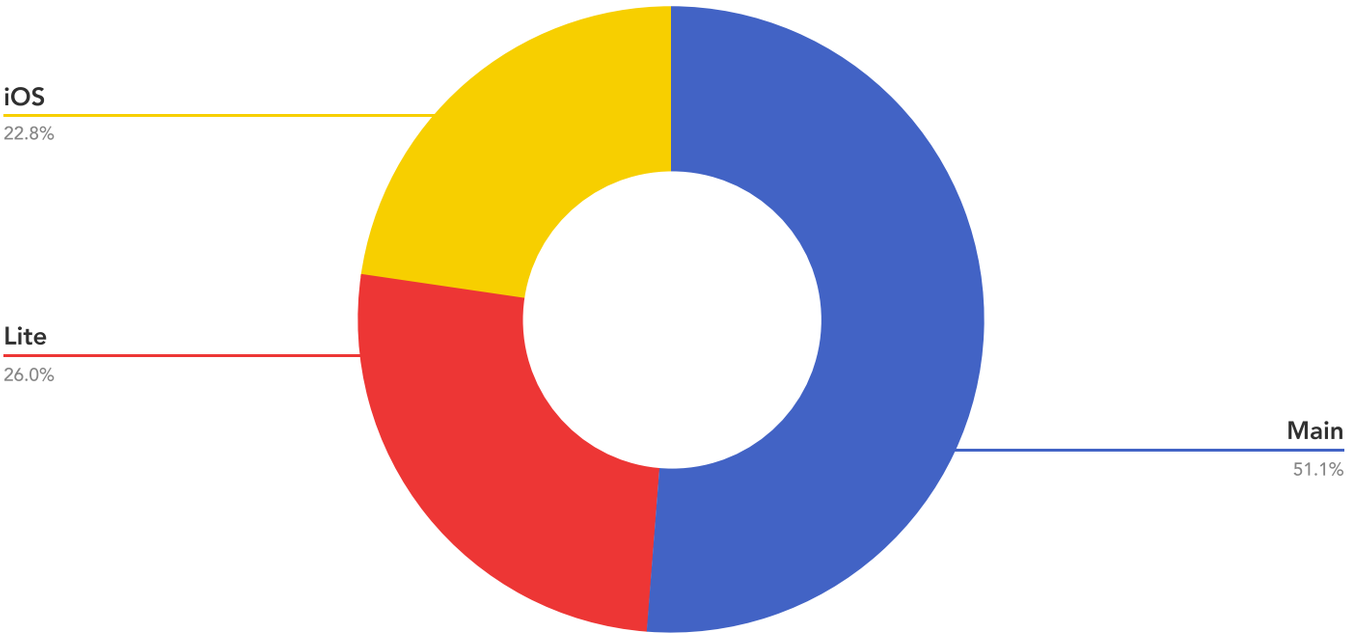


The new paying audience was acquired via different channels:

It's always worthwhile to test traffic sources, regardless of how successful the main channel may be. It also provides a good opportunity for horizontal scaling and extending the lifespan of your creatives by running them across various channels.

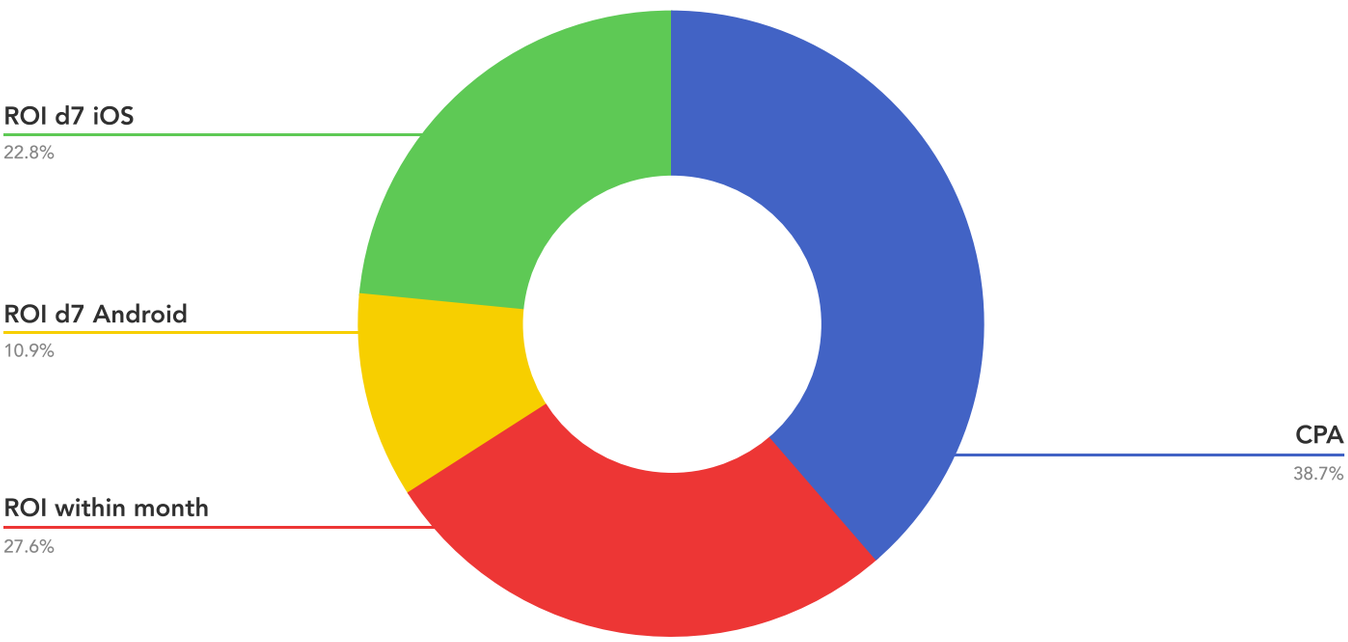
ExpertOption has one app published on the App Store and two apps published on Google Play. The two Android apps are nearly identical copies, with the second one being lighter while still retaining all the functionality of the main app. This is a highly unique and beneficial feature for horizontal scaling.

Percentage of FTDs from all three apps, April 2022 - January 2024



In October 2022, we realized that solely focusing on CPA was limiting our ability to scale, prompting us to explore scaling through expanding our cooperation models. This led us to combine four models:

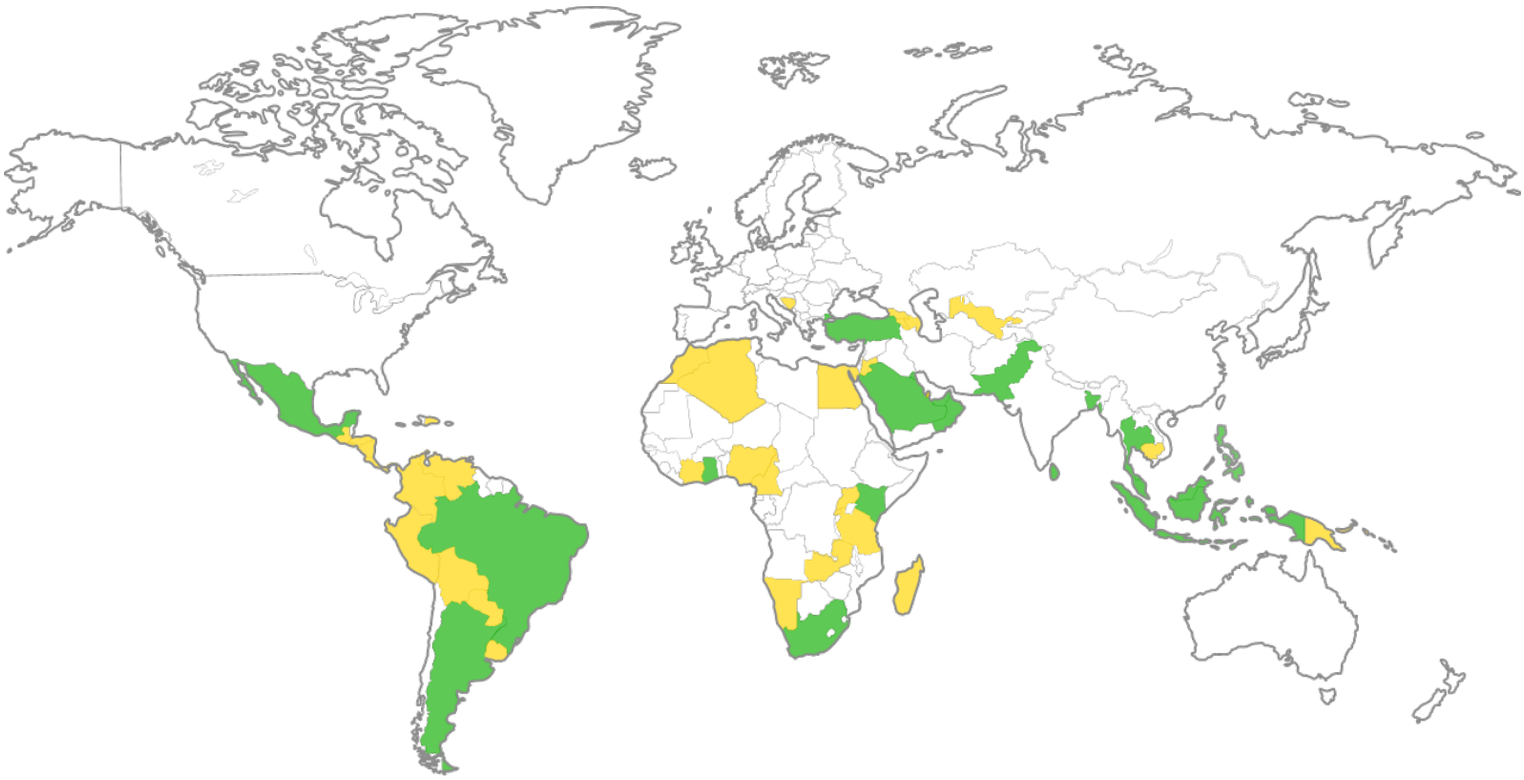
1. Focusing on CPA
2. Focusing on ROI within 1 month
3. Focusing on ROI d7 for iOS
4. Focusing on ROI d7 for Android



This is an example of how expanding the list of marketing goals and adopting different approaches to reach your pay-back targets can help scale the volume of traffic. While CPA is one of the oldest and most well-known models of cooperation, working with different types of ROI goals helped more than double the number of First Time Deposits (FTDs) across all apps in a shorter period of time.

Top performing GEOs

Cooperation between AdQuantum and ExpertOption initially began with only one GEO — India, and then expanded worldwide. We targeted all geographic locations where the app is available, and each month, we researched even the smallest GEOs that could provide additional volume of FTDs. The targeted GEOs included areas such as the Middle East, South-West Asia, Latin America, the Arabic cluster of countries, and more. The map below highlights countries in green where we acquired more than 1,000 paying users, and countries in yellow where we generated more than 100 FTDs.



Creatives

Targeting Worldwide is possible on huge volumes of traffic only with production of creatives localized in terms of language, and in case with ExpertOption, currency. AdQuantum produced and tested over 1000 of unique localized creatives, including banners and videos.

Banners

संदेश
अभी
बधाई हो!
आपकी जमा राशि 817 INR 2 घंटों में 8 170 INR हो गई!

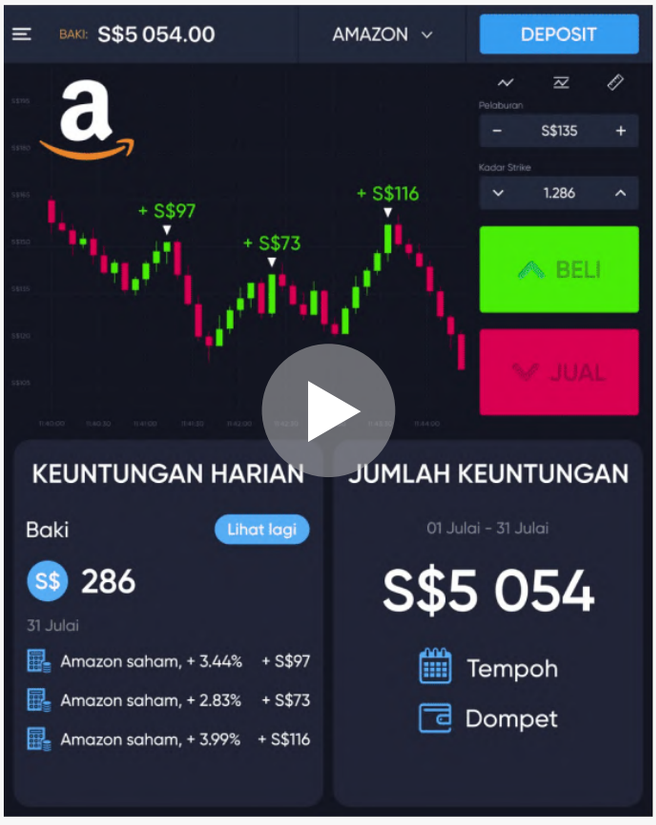
การถอนเงินที่รวดเร็ว ทุกเวลา!
สินทรัพย์กว่า 100 รายการ
โบนัสการฝากเงินครั้งแรก สูงถึง 100%
THB 350 THB 6900
THB 1050 THB 24200
THB 3500 THB 86200
เริ่มการเทรด
เริ่มต้นเพียงแค่ THB 350

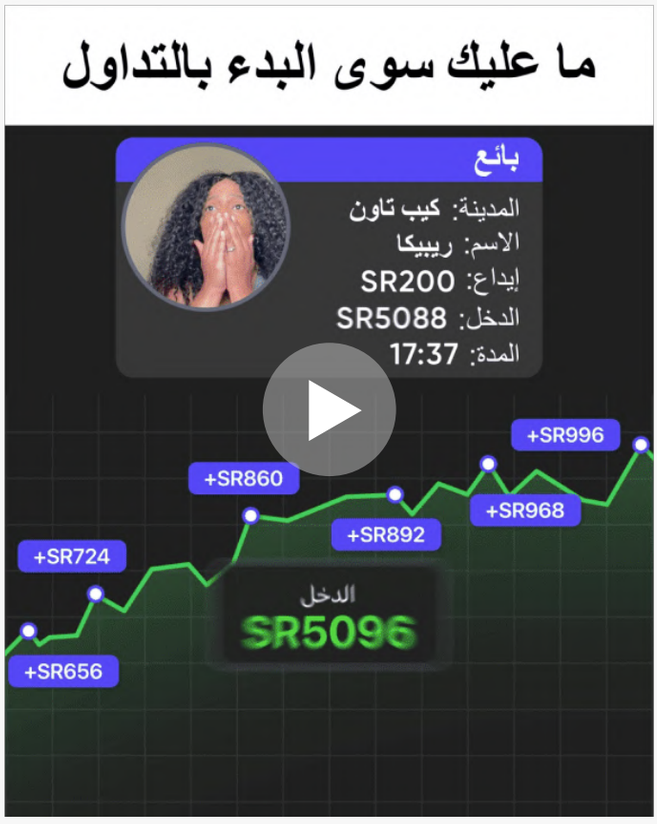
DO QUE VOCÊ PRECISA PARA
COMEÇAR A NEGOCIAR
CELULAR
10 MINUTOS
ExpertOption
Mobile Trading
10 DÓLARES
EXPERIMENTE JÁ

Videos

EKSKLUSIBONG ALOK
Coca-Cola
Google
Google
HALAGA
PHP
2750
5500
POSISYON
MAIKLI
MATAGAL
ORAS
min
5
30
KUMPIRMA
INVEST

المعاملة: 1
الرصيد: DH 731


BAKI: S$5 054.00
AMAZON
DEPOSIT
Pelaburan
S$135
Kadar Strike
1.286
+ S$97
+ S$73
+ S$116
BELI
JUAL
KEUNTUNGAN HARIAN
Baki
Lihat lagi
S$ 286
31 Julai
Amazon saham, + 3.44% + S$97
Amazon saham, + 2.83% + S$73
Amazon saham, + 3.99% + S$116
JUMLAH KEUNTUNGAN
01 Julai - 31 Julai
S$5 054
Tempoh
Dompet


ما عليك سوى البدء بالتداول
بائع
المدينة: كيب تاون
الاسم: ريبيكا
إيداع: SR200
الدخل: SR5088
المدة: 17:37
+SR996
+SR860
+SR968
+SR892
+SR724
الدخل
SR5096
+SR656

Results

Over
90,000*
First Time Deposits

Over
1,000*
Ad creatives

* April 2022 - January 2024

Contact us!

Do you have the mobile app on alpha or later stage?
We have investments, marketing resources
and extensive expertise in app promotion.
You too can increase your profit.
Talk to one of our specialists at AdQuantum.

Get started

www.adquantum.com sales@adquantum.com