

## 705,000 registrations During the 1 year of collaboration, AdQuantum generated 705,000 registrations

for IQ Option app.



by the AdQuantum team.

— Head of Marketing, IQ Option

AdQuantum's performance had always been fully transparent and responded

promptly to any changes both in the product and on the mobile market.

And above all, we have always been confident in the results presented



#### 7,048,222 **Registered Users\***

Background

Average number of transactions per day\*

\*in 2020

IQ Option is an award-winning mobile trading platform\*. Clear and intuitive interface, created to meet the needs of the most demanding traders. IQ Option platform provides clients with an opportunity to trade 500+ assets: including currencies, indices, commodities and stocks. With IQ Option, shares of Tesla, Netflix, Spotify, Alibaba, Microsoft, Disney, oil, gold and many more assets can be traded on the same platform.

#### geographic locations

Goals

Produce hundreds of different creatives

Target specific

Increase the number

of new registrations

### Using AdQuantum's resources, IQ Option scales its user acquisition by exploring new performing ad hypotheses and multiplying the number of marketing tests. 2 Over the years of work with IQ Option, we went through many market changes. Our joint efforts were aimed at quick response

Stratecy/

For IQ Option, we constantly invent and test new creative hypotheses to find the most performing ones.

to the new realities of mobile world.

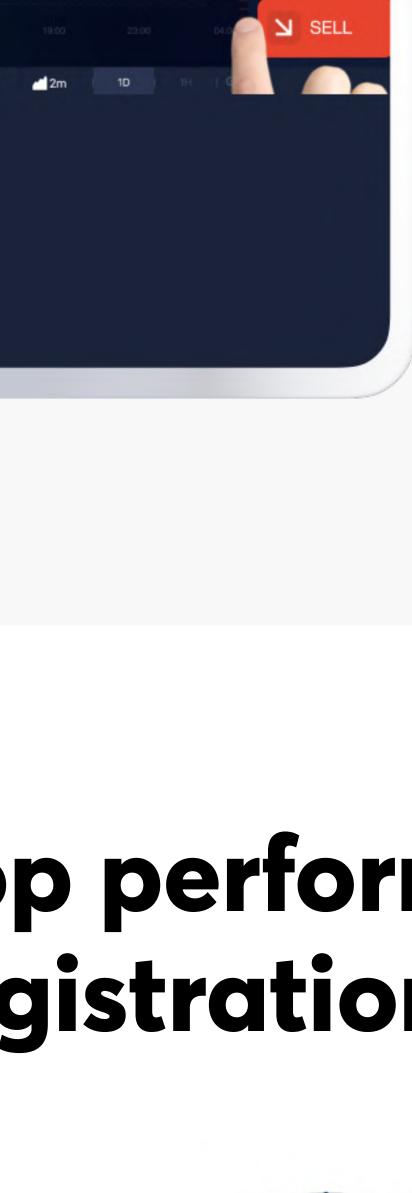
**UA** managers

User Acquisition

Target audience

Male, over 70%

# Creatives



Rule 3: don't sell too quick

+ DEPOSIT



Your capital might be at risk

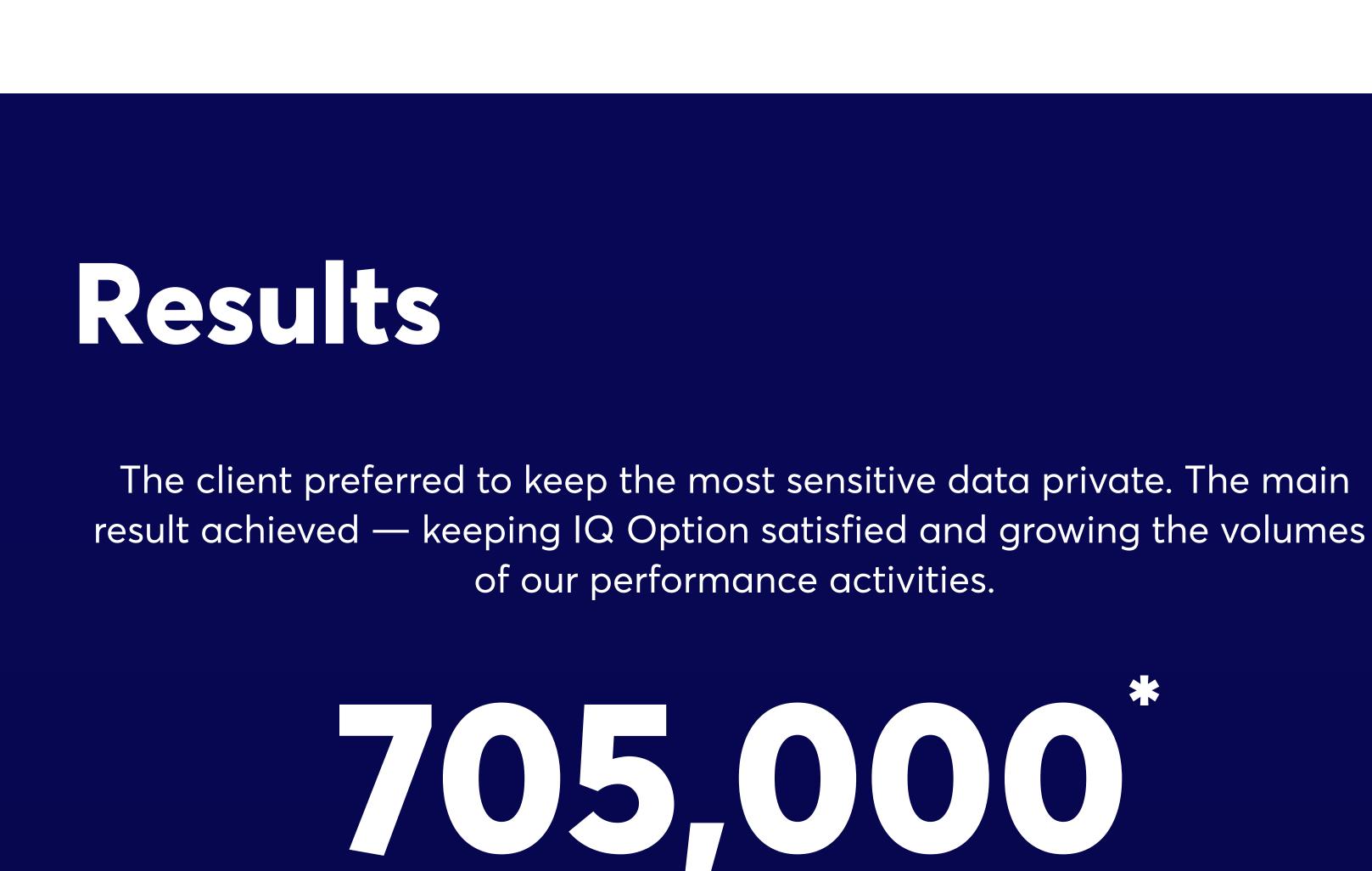
AdQuantum

new creatives

for IQ Option

produced

# Top performing GEOs by registrations



1.055.000 Installs

\* From June 2021 to May 2022

Registrations

Contact us

and increase your revenue by talking to one of our specialists at AdQuantum

sales@adquantum.com



You too can benefit from a preferred outsourced traffic partner