OctaFX

AdQuantum

$1,500,000

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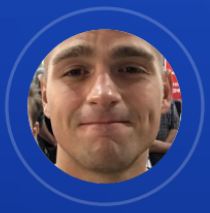
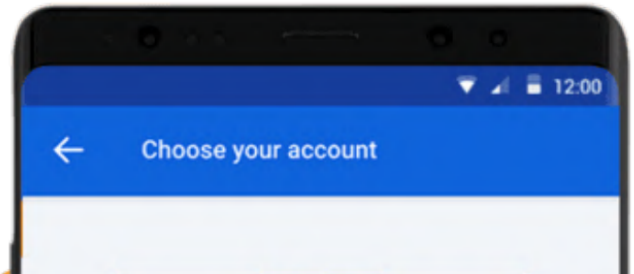


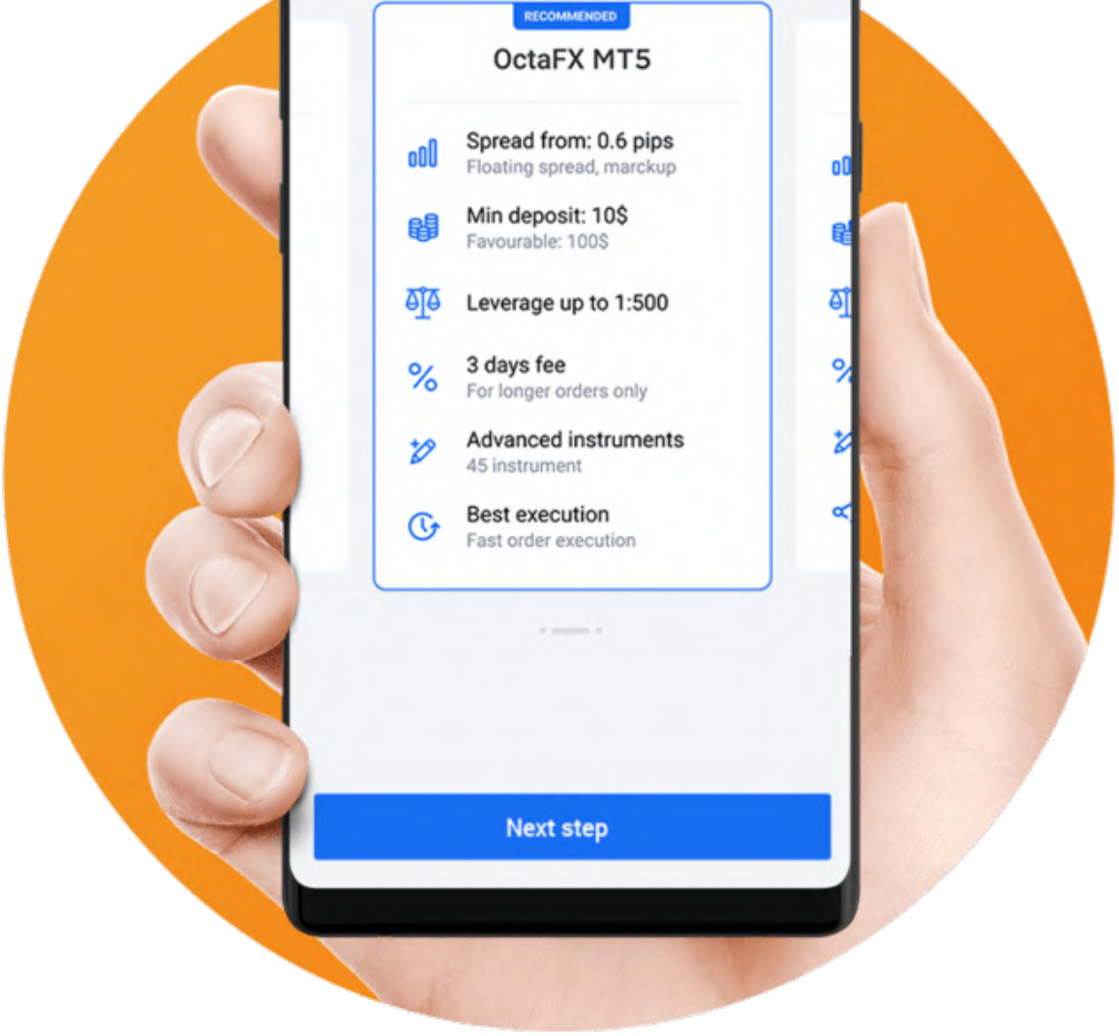
Background

15M+
Installs

6.3M+
MAU

Worldwide
GEO





OctaFX — your reliable business partner in the Forex market. They help Forex traders make the most profitable and efficient trading decisions. Experience it for yourself.

OctaFX' Forex outreach makes it easier for people to access the market. OctaFX measures success by providing cost-effective trading conditions, along with a completely transparent service worldwide, regardless of how high our clients' expectations are.

Goals

- Target specific geographic locations
- Increase the number of new users
- Increase the number of paying users

Strategy

1. OctaFX contacted us with a request to expand paid UA, since their in-house UA was unable to grow in traffic volume without a significant drop in performance.

2. For the first 2 months, AdQuantum had been pursuing the goal of finding a performing creative and an approach to media buying that would suit AQ and the client. In UA, there are 2 main approaches: to reduce the cost of acquiring users or to look for users with higher LTV. In the course of close work with the client, we came to the conclusion: buying cheaper traffic using

LTV is a bad option in this case. The developer carefully modifies and maintains their product, so the user's life cycle was six months or more. Based on this, users with low LTV and ARPU (even if they were cheap to attract) would have a negative impact on the final profitability of the product.

3. In the third month, AdQuantum experts identified profitable connections consisting of audiences built on the highest paying users and creatives.

4. OctaFX worked on increasing LTV: after many A / B tests, it was concluded that increasing the minimum deposit amount would have a positive effect, attracting only the most interested users. This decision led to a significant increase in the value of each first deposit and, subsequently, to a significant increase in the ROI from acquired users.

User Acquisition

Model of collaboration:
commission (with KPIs: cost per payment and ROAS)

2+ team lead

UA managers

25-44

Male, over 70%

Target audience

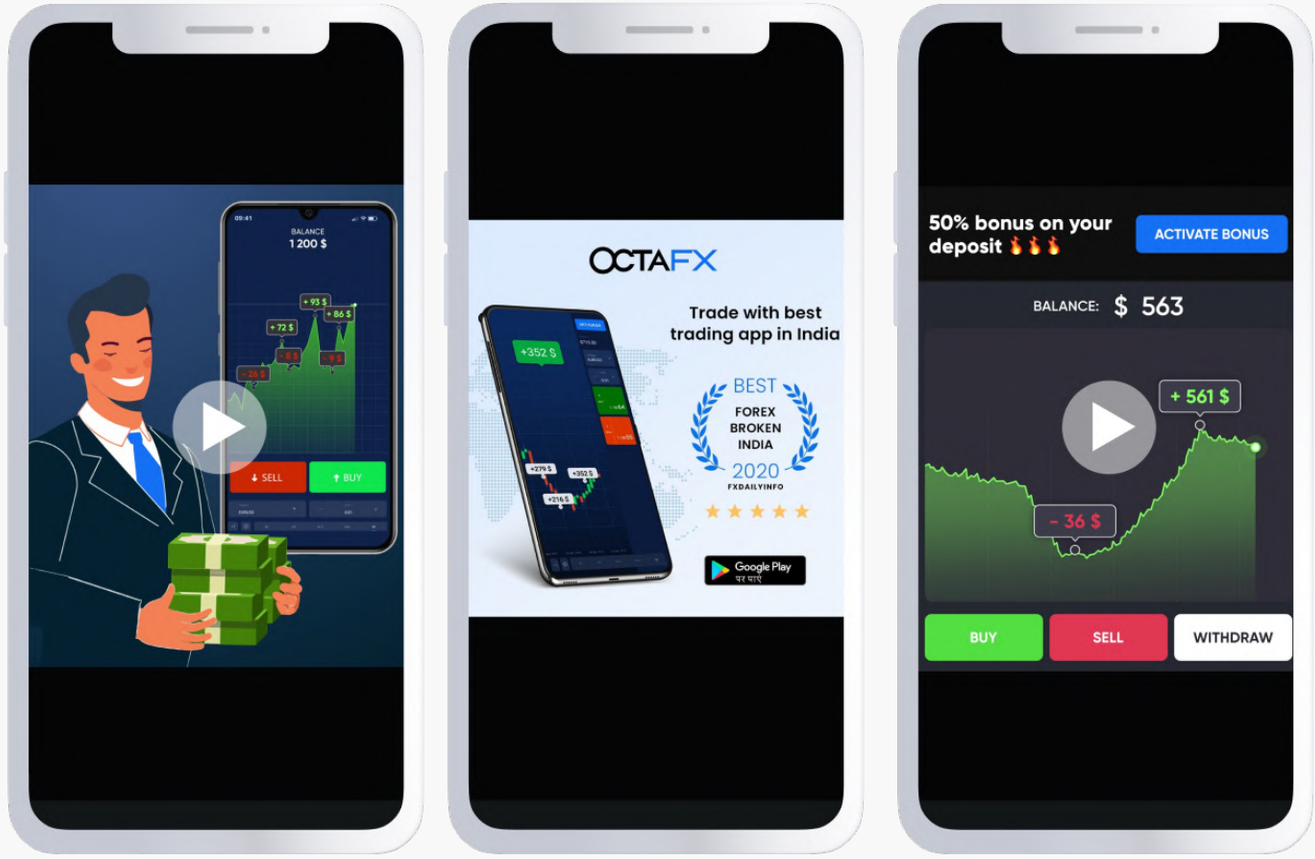
Creatives

AdQuantum produced 55+ new creative approaches for OctaFX

55+

New creatives

Top creative and audiences were defined by A/B testing



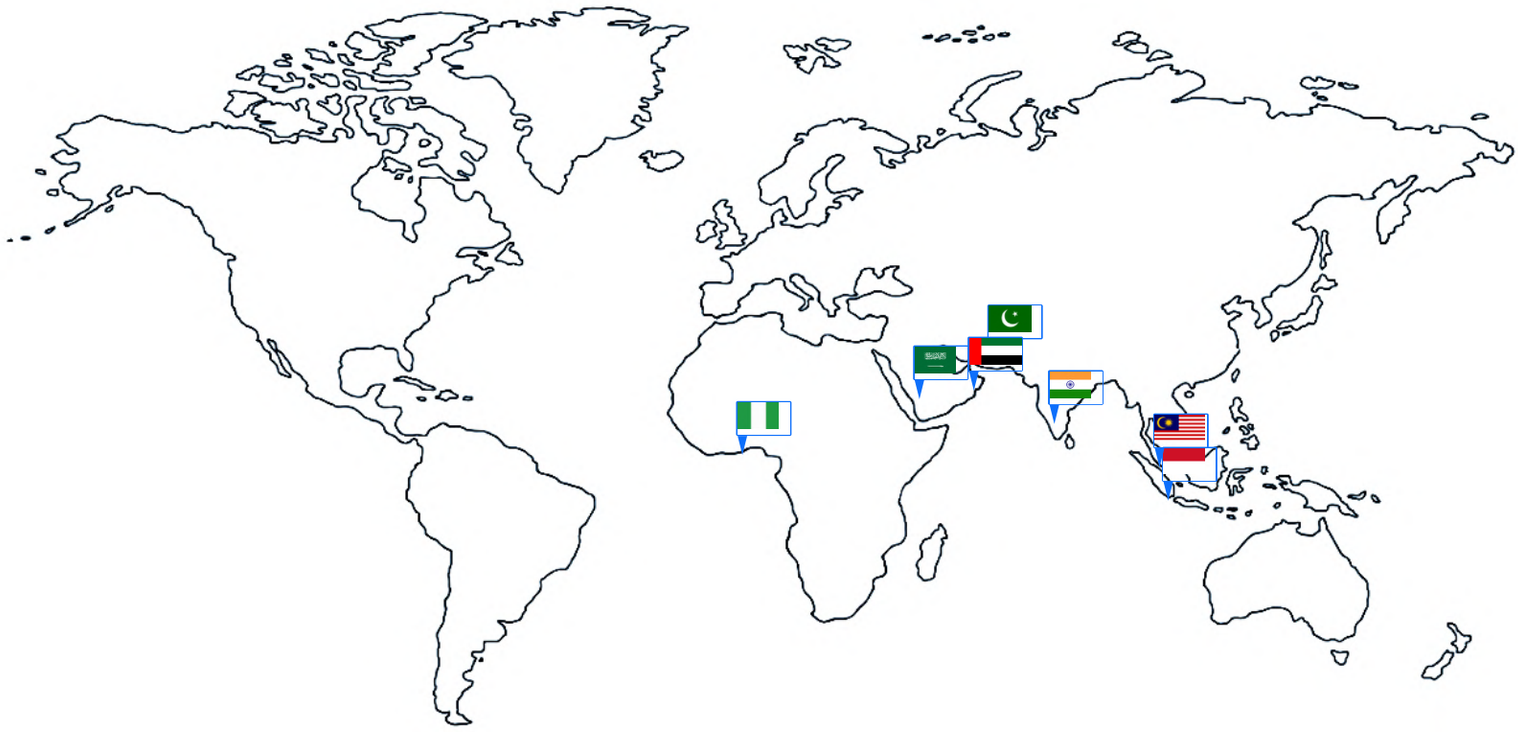
Geotargeting:

Kuwait
Qatar
Oman
United Arab Emirates
Saudi Arabia
Singapore
Philippines
South Africa
India
Pakistan
Malaysia
Indonesia

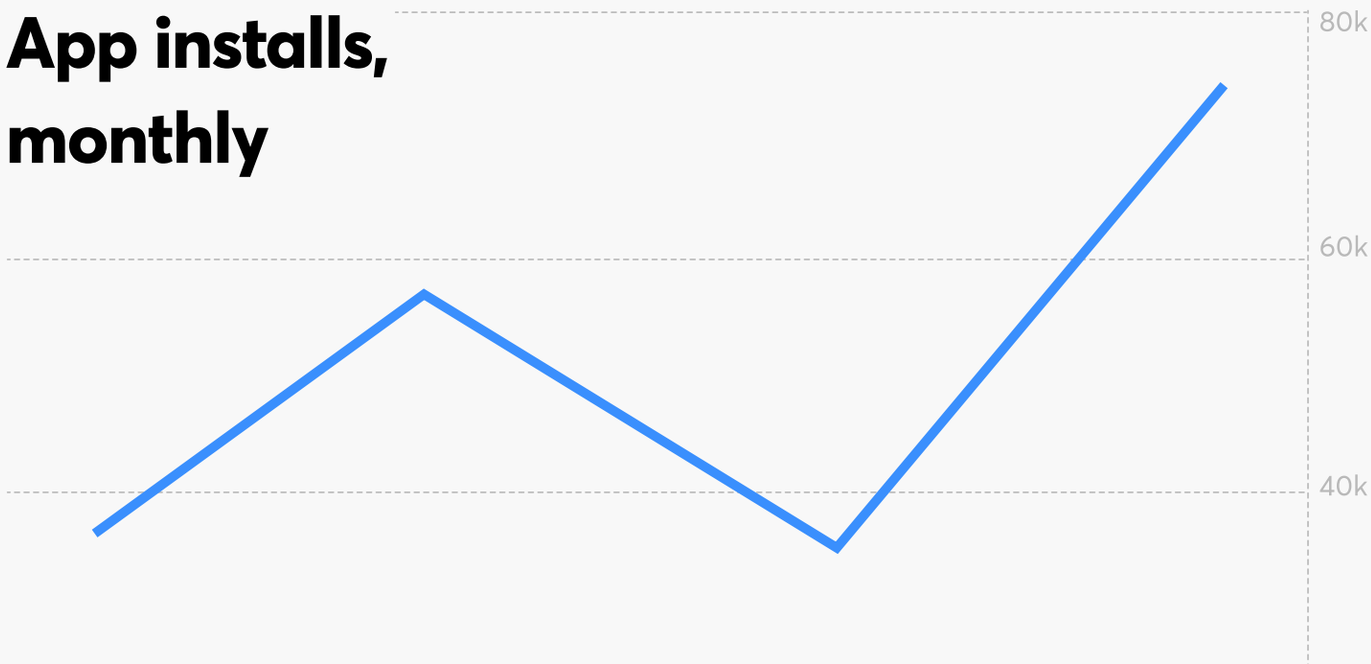
Thailand

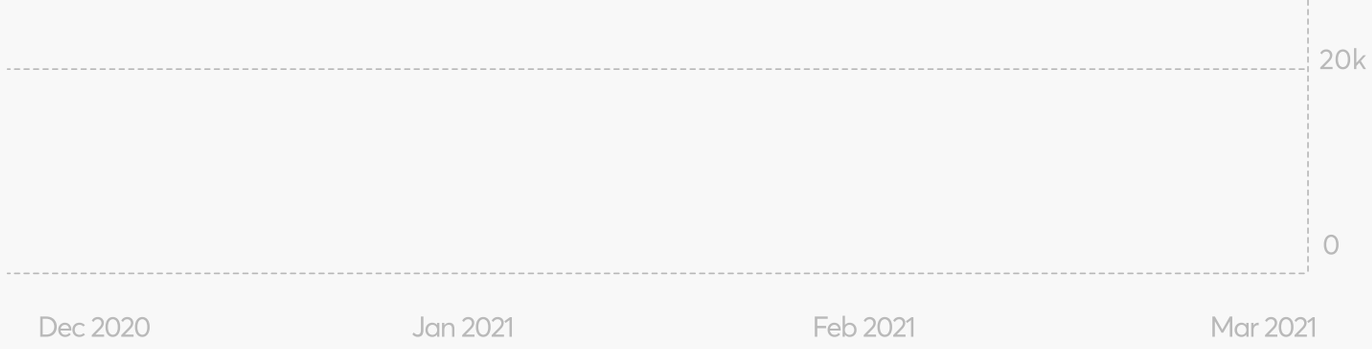
Nigeria

Top performing GEOs by, installs:



App installs, monthly





Results

$1,500,000*

Deposited from users

200,000

New users

4.5%**

CR

* From December 2020 to March 2021

** From Install to Purchase

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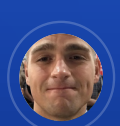

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Worldwide
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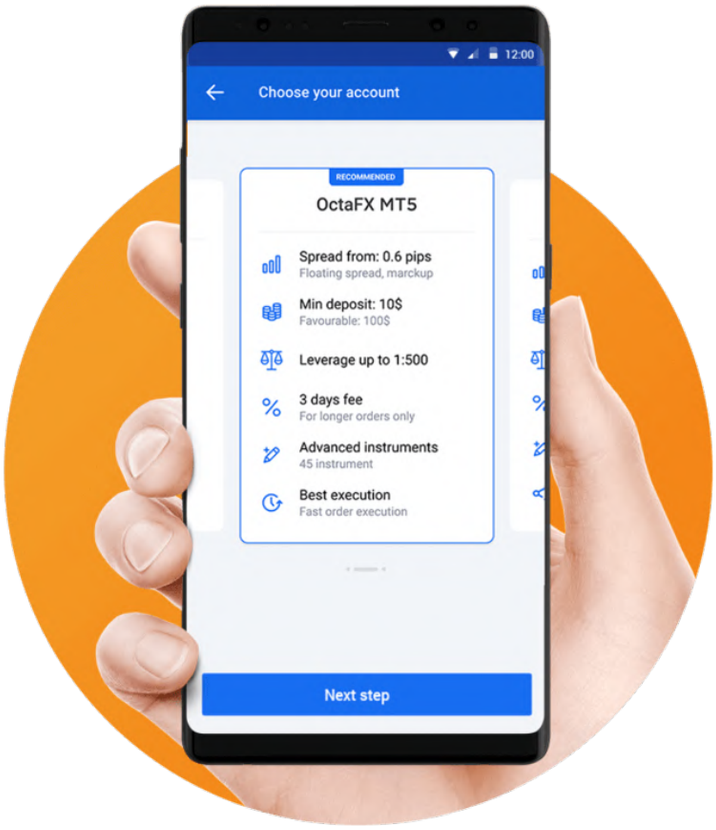

Goals

- Target specific geographic locations
- Increase the number of new depositing users
- Produce hundreds of different creatives

Strategy

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(with KPIs: cost per payment and ROAS)

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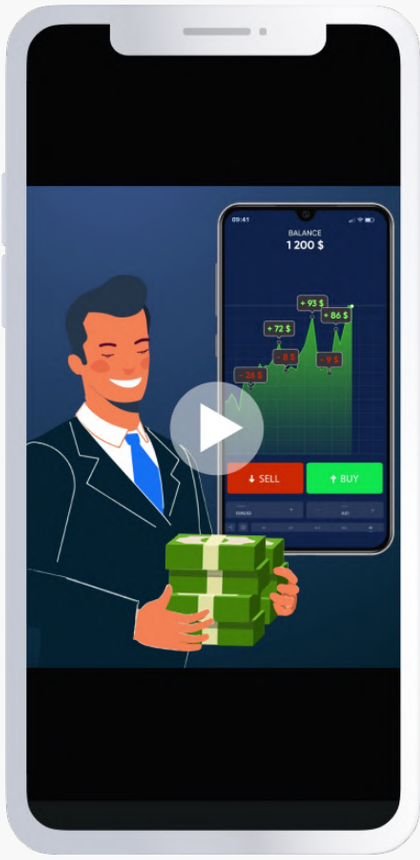

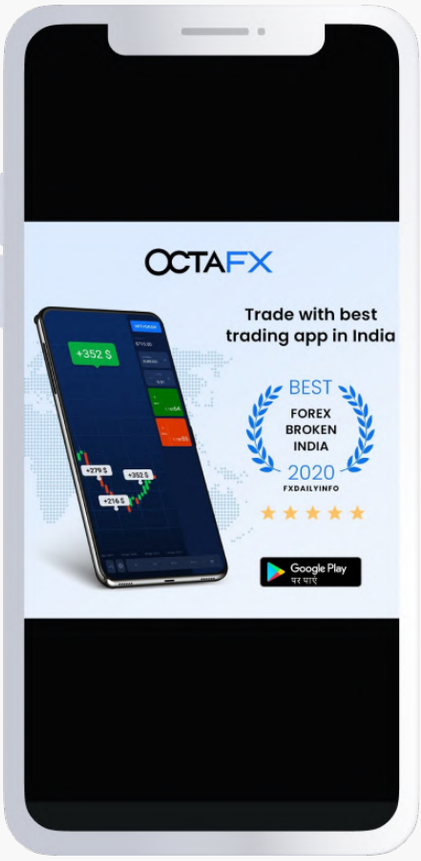

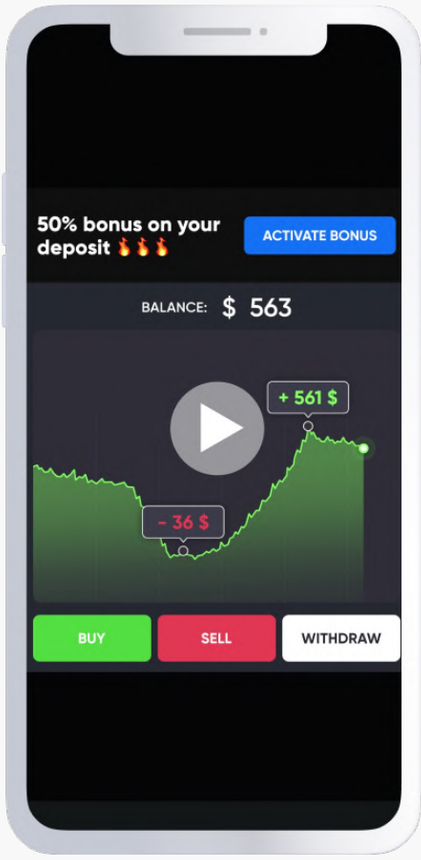

Geotargeting:

Kuwait
Qatar
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Saudi Arabia
Singapore
Thailand
Philippines
South Africa
India
Pakistan
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Indonesia
Nigeria

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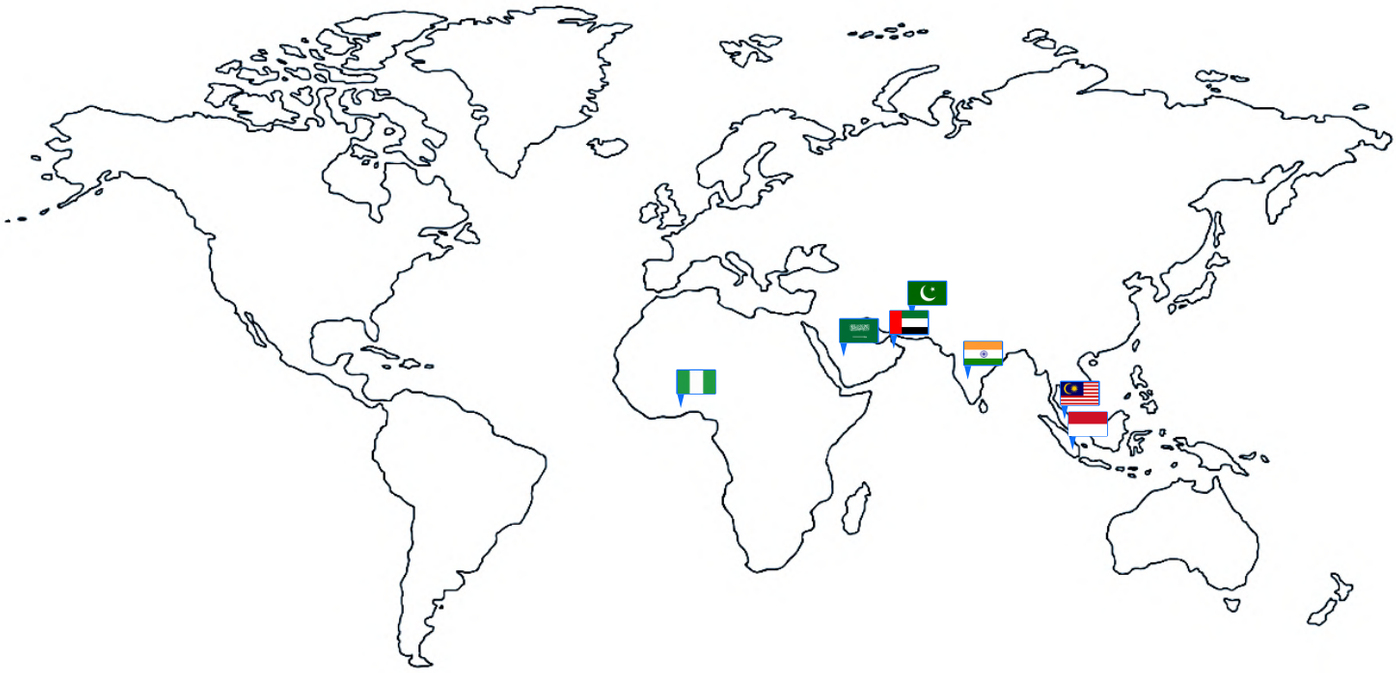
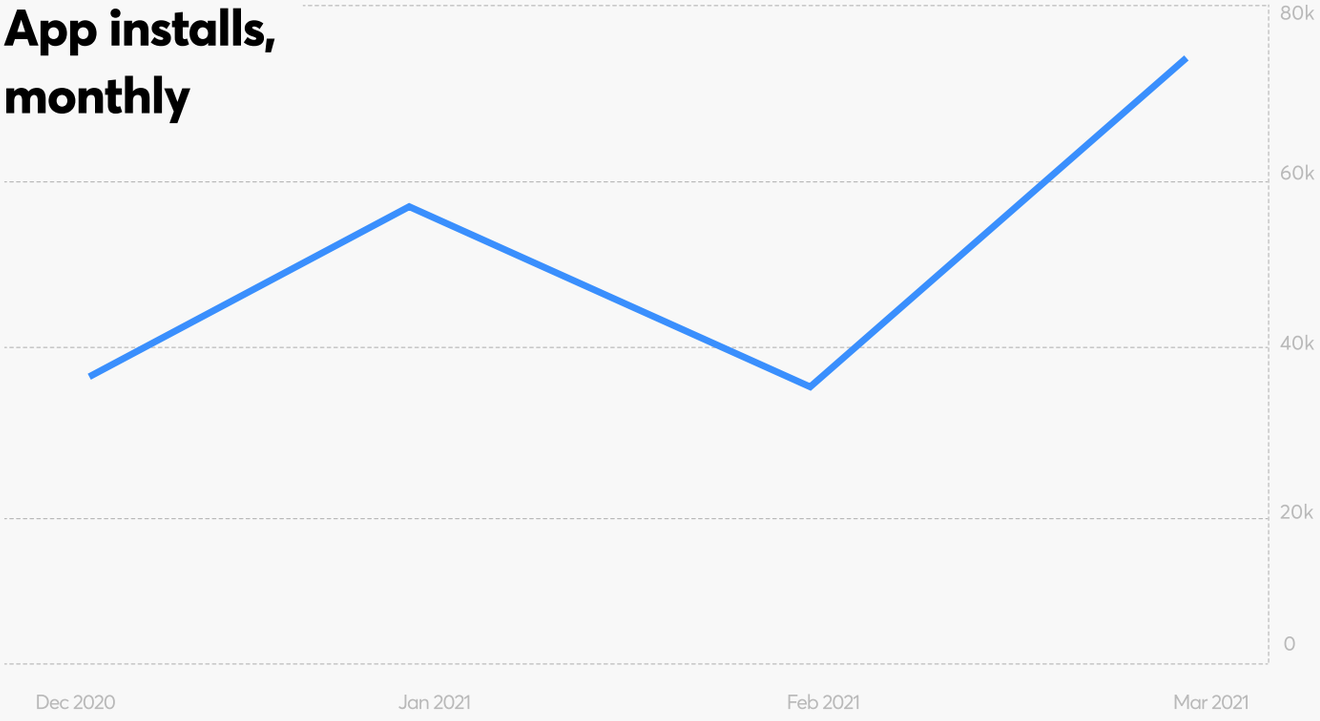


App installs, monthly



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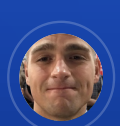

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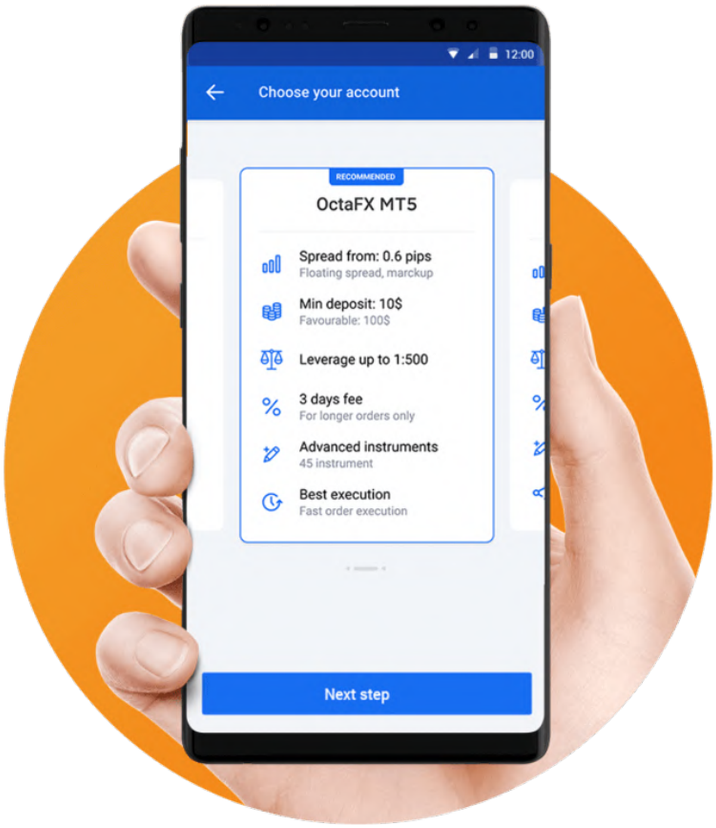

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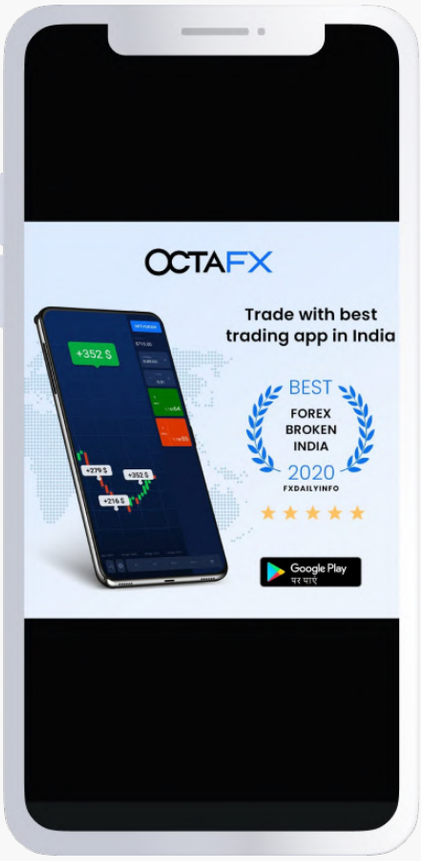

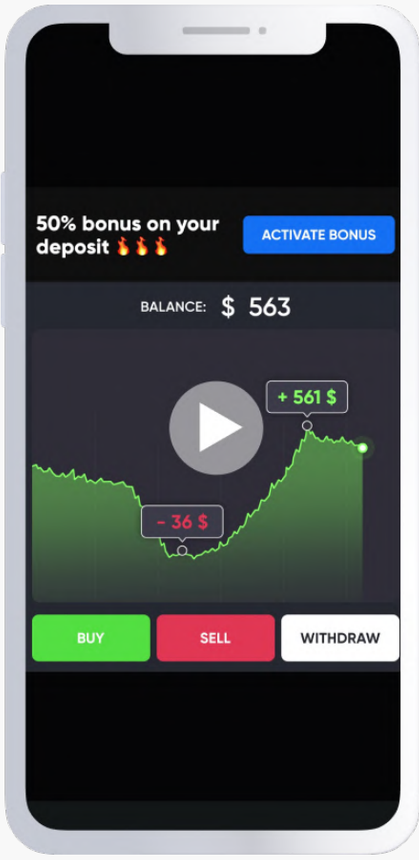

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Singapore
Thailand
Philippines
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India
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Malaysia
Indonesia
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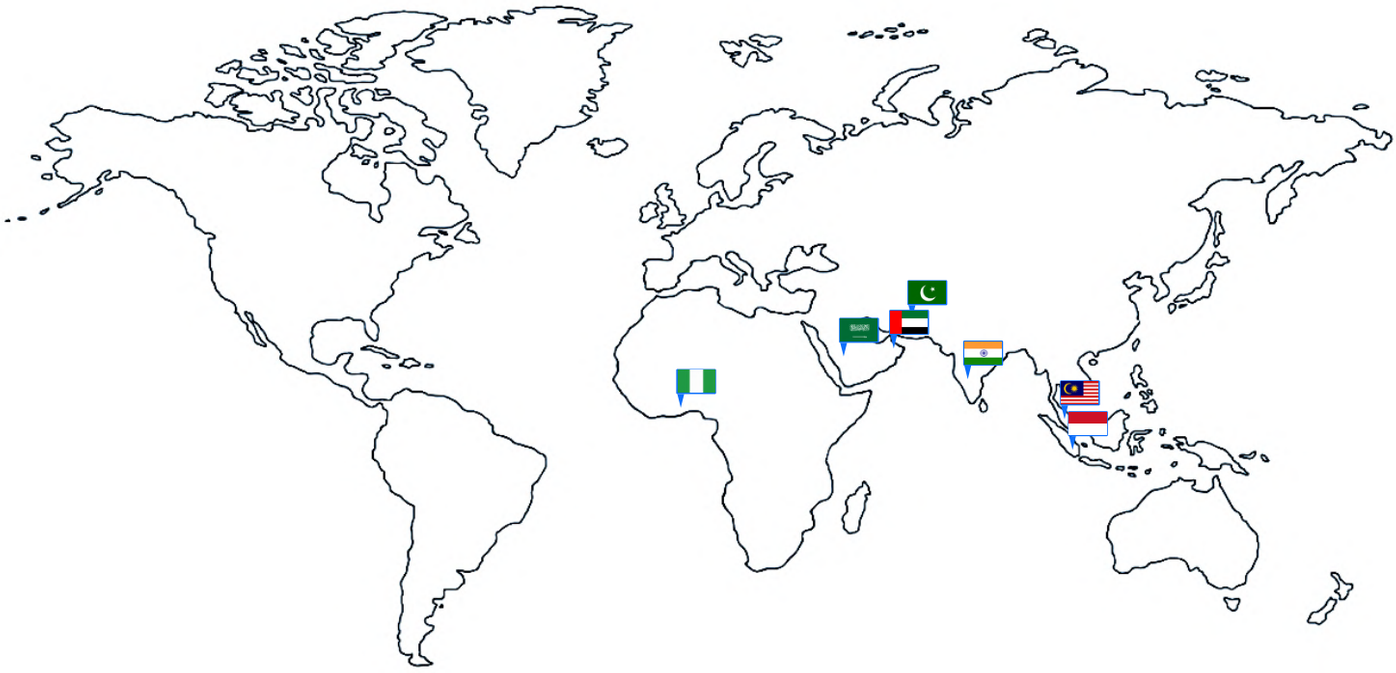
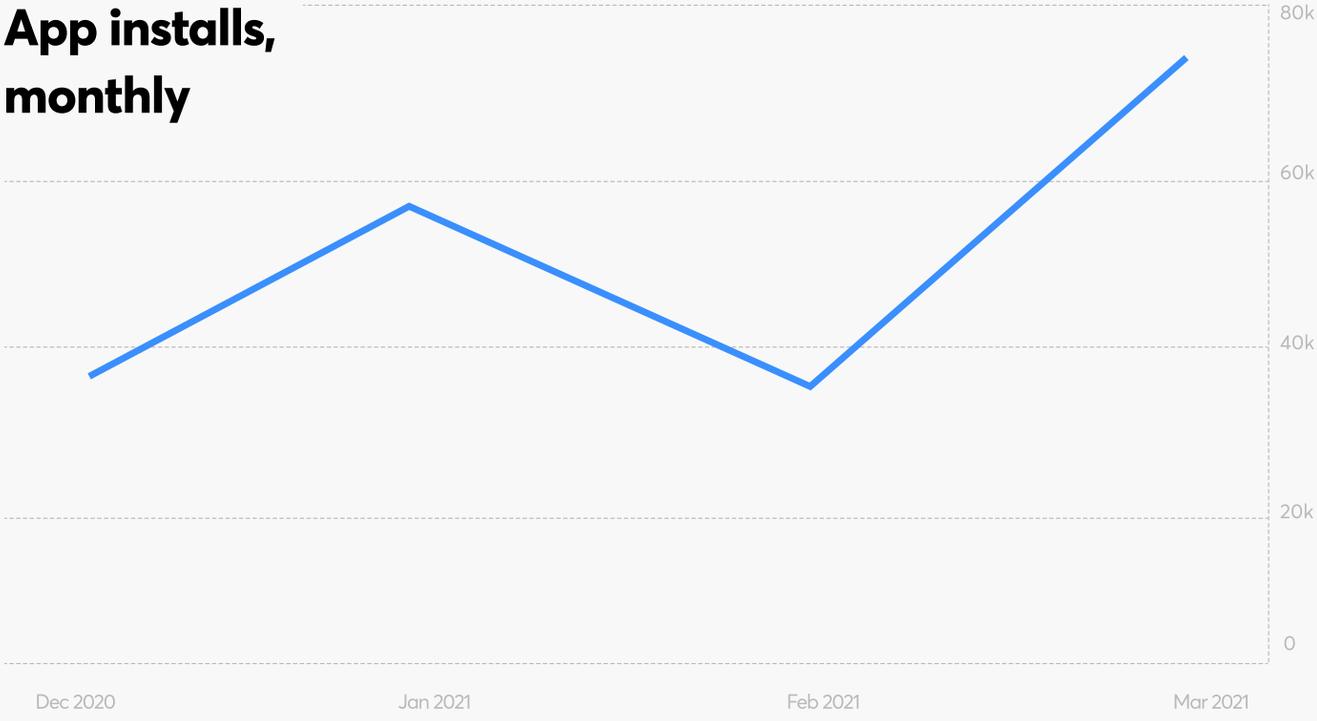


App installs, monthly



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