



How this leading iGaming company uses XENA™ to scale
FTD's to 10X & redeposit count to 5X

Content



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- How we scaled FTD's 10x & Redeposit to 5X
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Introduction

Agency Introduction

Living Consumer' is a technology-data driven digital marketing company formed in 2014 by a group of senior consumer tech professionals with global digital exposure.

Living Consumer puts ROI at the center of online communication.

Since then we've evolved to become an independent digital marketing agency with expertise in data based digital campaigns with blending SEO, PPC, paid social and content marketing.

Client Introduction

Leading online iGaming company in Asia that offers variety of fun and exciting gaming products from Sportsbook, in-play sports betting, live casino, slot games, lottery products and more!

Core market: Andhra Pradesh, Tamil Nadu, Karnataka, Maharashtra, Delhi NCR, West Bengal, Gujarat, Kerala, Haryana

Campaign Objective

- Scaling FTD's to 10x maintaining CPA
- Maintaining constant Redeposits & Deposit value



KPIs & Competitive Benchmarks

Cost per paid user
ROI D7/D14/D30/D60
WOM factor per region



CPA 87\$
ROI D7 10.2%
WOM 20%

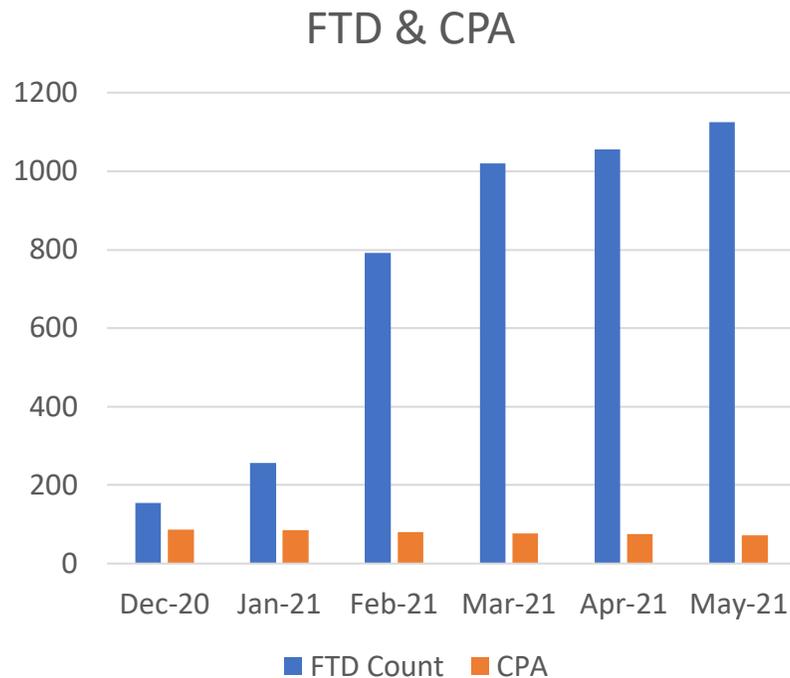


CPA 71\$
ROI D7 8.2%
WOM 40%

Channels Used

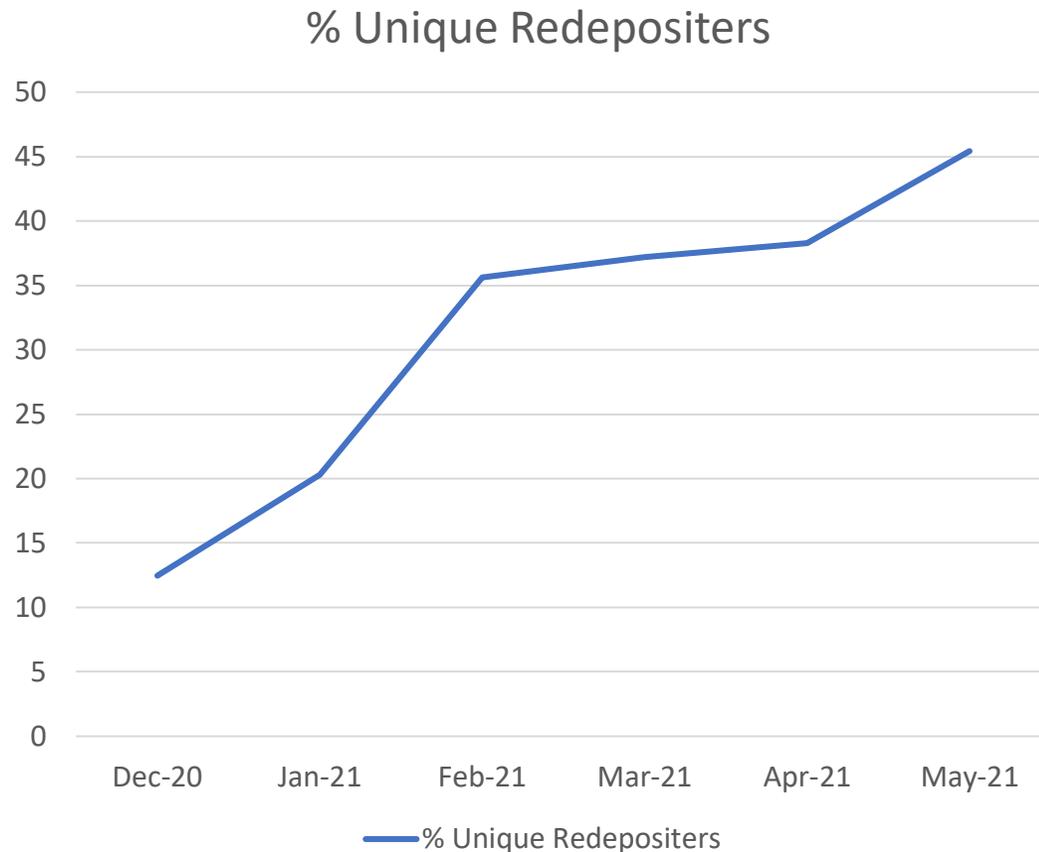


Channel--wise spend optimization basis platform coefficients

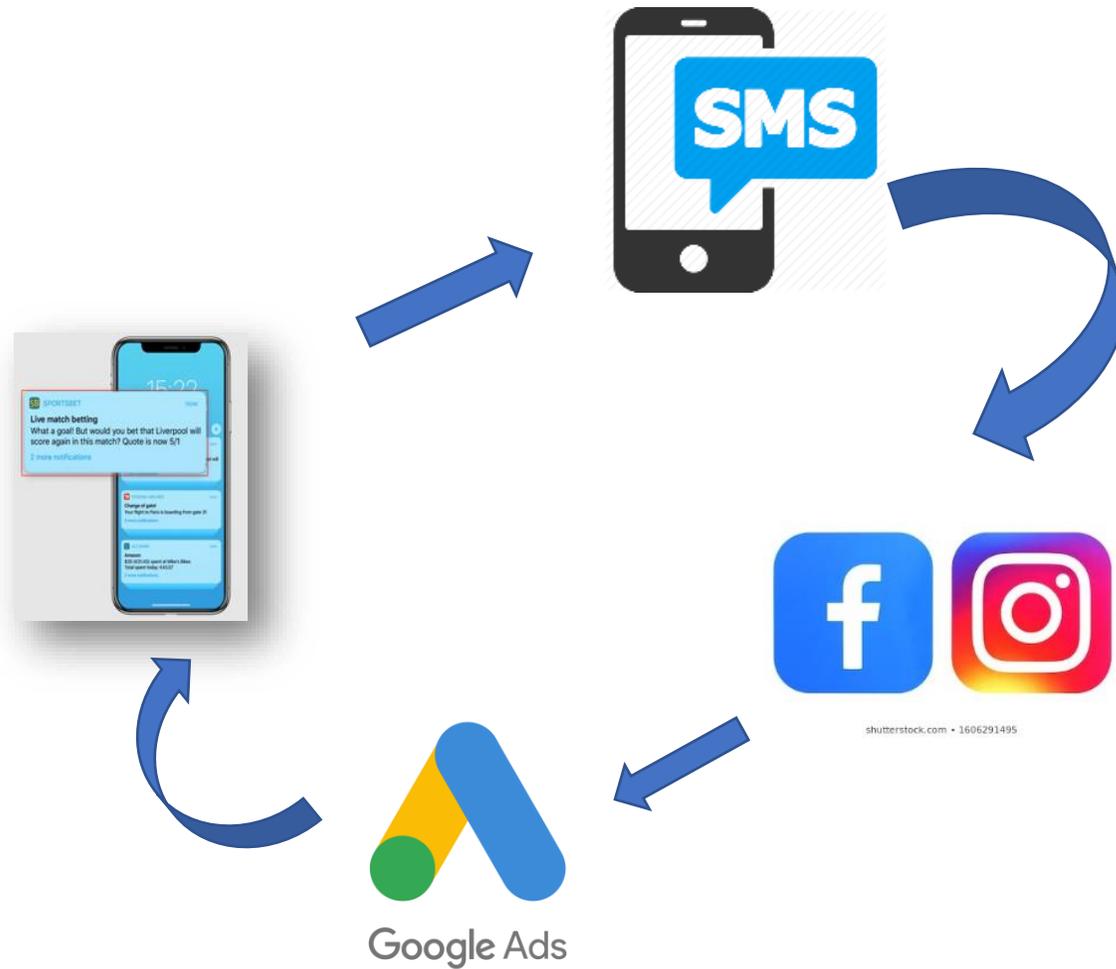


- For this iGaming Client, we used it to an optimum levels, where we spent less early on to identify these coefficients
- Coefficients are the multipipeline factors of demography, public holidays, device details and user personas
- These coefficients helps to understand the reach of organic on channels.
- E.G. If one channel is bringing a user at Rs. 100 but that channel bringing 4 organic users, the avg. cost per user is Rs. 25 and not Rs 100
- Post 4 months data, we were able to scale channel spends considering WoM attribution resulting into improved ROI

12.5% to 45.5% Increased in Unique Redeposits By Optimizing Channels



- Once we started getting data for each channel segment, our system gave us more insights
- We saw that there were 4-5 channels that were bringing lots of clicks and visits with amazing CTRs
- However we found out that many such channels brought very less ROI as compared to few others which were expensive on CPC
- The tool was able to pick the right channel which gave highest ROI agnostic of CPC and CTR



Multiple channels Tested

OEM Display
Propellar Ads
Google Search Ads
Youtube Ads
Facebook Ads
Instagram Ads
SMS Campaign

Discovery And Establishment Of New Territory



- Casino games are popular in Andhra Pradesh, Tamil Nadu, Karnataka, Maharashtra, Delhi NCR, West Bengal, Gujarat, Kerala, Haryana
- When we started campaigning for them, we targeted these states only and started optimizing and scaling keeping CPA and ROI in check
- Around Jan 2021, this iGaming company wanted to identify the next region where they can start off and establish and they asked us to share our inputs
- We considered some user parameters like devices, OS, application they have, digital transacting ability from current south states and started analyzing audience data in other regions using XENA's audience profile module
- As per 5 week of analysis, we singled out Maharashtra from rest of the states in West, East & North and started some spends
- We applied similar optimization models derived from other core regions

Success Journey

- When we started with this iGaming Client, we were one of their leading affiliates partners in India
- We took 2.5 months of campaign cycles to find the right sweet spots where we could manage their KPI targets
- Month--on--Month, we started scaling steadily for them and within a year of engagement, surpassed 1000 FTD's monthly
- One of the key factor in this journey was that the iGaming platform was proactive comfortable in sharing their insights and analysis which we could feed into our platform



THANK YOU