



How this large Real Money Gaming - Rummy (RMG) company uses XENA™ for acquiring over 60% of total monthly users

# Content



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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

Pioneering RMG company into Card Rummy & Teen Patti Product

Core market: 4 South States, 1 West, 1 North

Rev 2016-17: USD 100 mn

## Campaign Objective

- Acquiring users with LTP (Lead to Paid) ratio of over 8%
- Achieve D7 ROI ~4%



## KPIs & Competitive Benchmarks

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



**CPA** 9,500  
**ROI D7** 4.5%  
**WOM** 20%

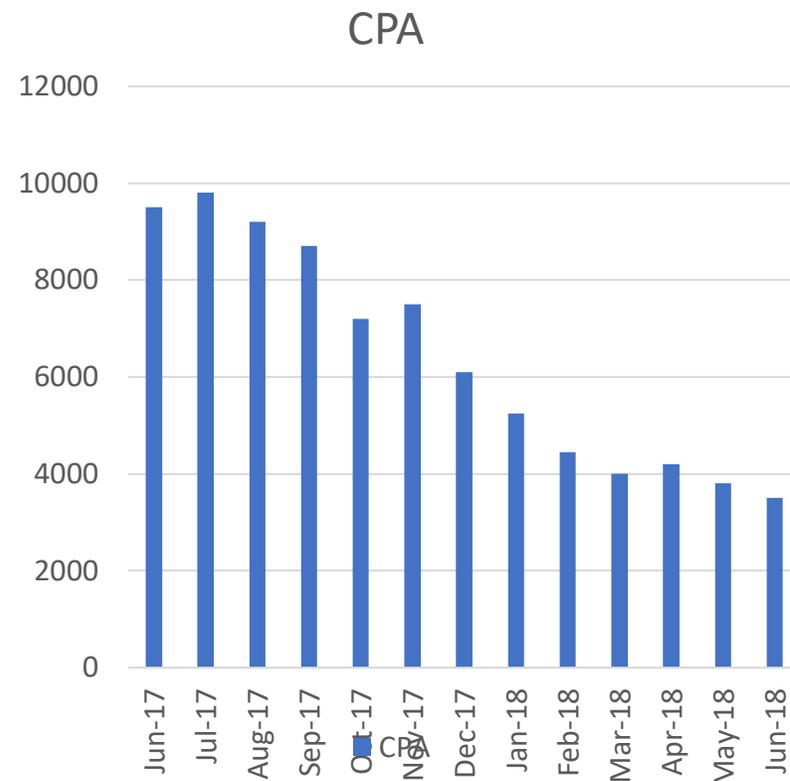


**CPA** 10,500  
**ROI D7** 3.8%  
**WOM** 40%

## Channels Used



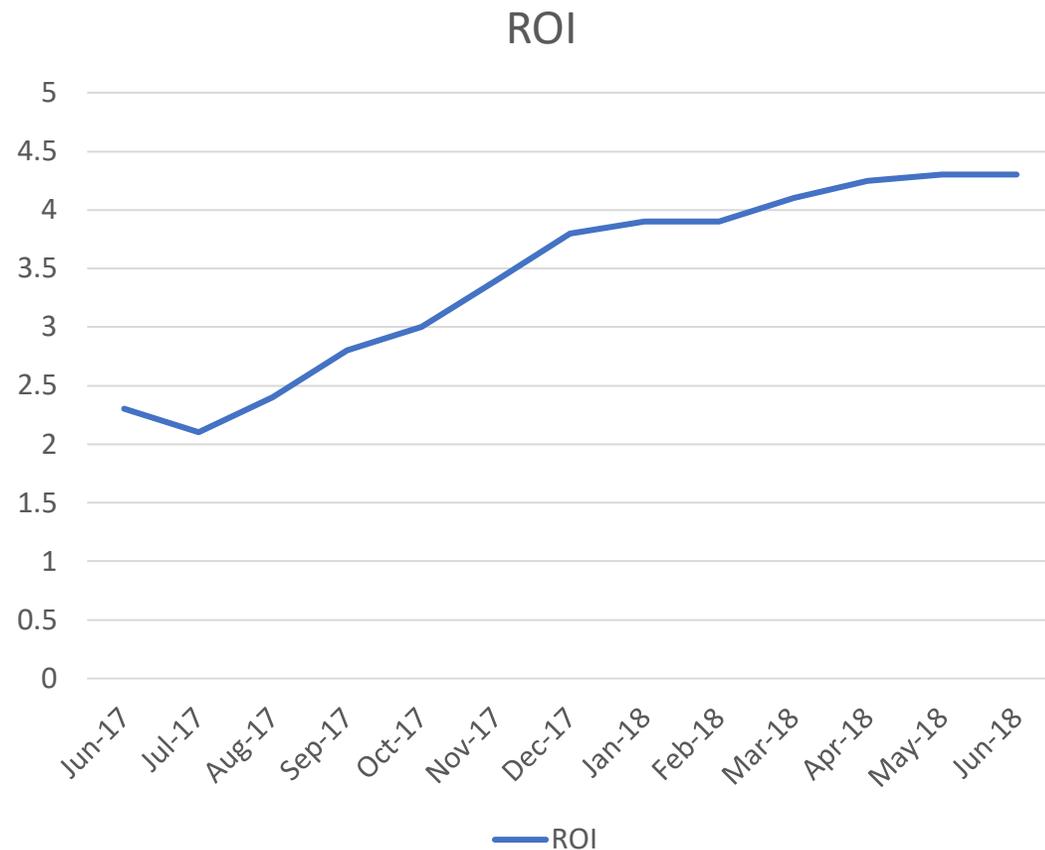
## How We Achieved – By Using SOAK Concept



### Rotation Of Creatives Using Soak Time

- We tried various audience configurations with various creatives for A/B/C/D testing
- Realized the sexiest creative brought highest CTR which helped brand awareness
- The creative which were used for brand recall had lower CTR but highest LTP (Lead to Paid) conversions.
- Creatives with micro--moments and day parting were designed to ensure increased engagement

## See Beyond CTR for creative Using Soak Time Results in Achieving ROI 4.3-4.5%



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



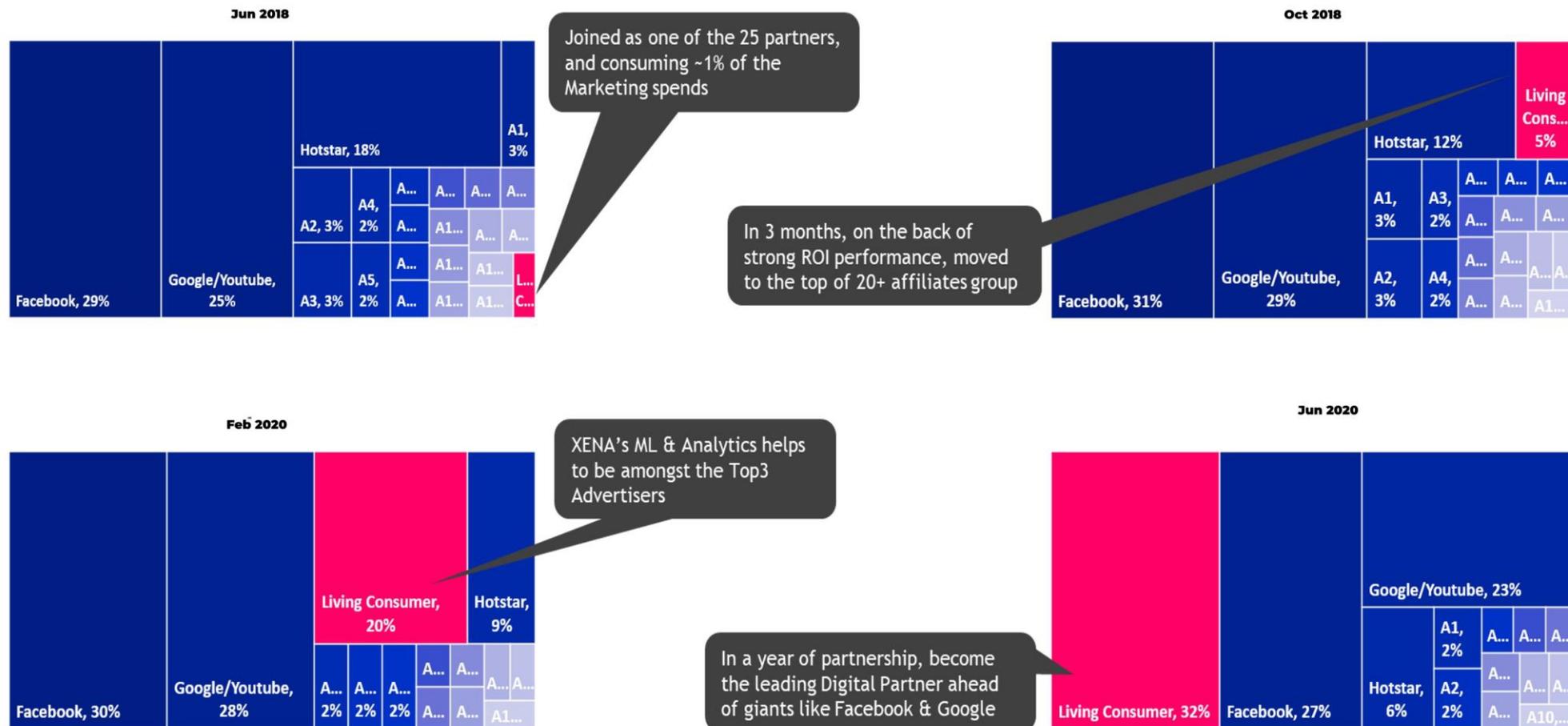
Representation of Circulating Creatives Using SOAK Concept

## Discovery And Establishment Of New Territory

- Rummy as a game is very popular in south states of Andhra Pradesh, Tamil Nadu and Karnataka
- When we started campaigning for them, we targeted these states only and started optimizing and scaling keeping CPA and ROI in check
- Around September 2017, this RMG 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
- After a 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
- Currently Maharashtra is a profitable state for them

# The Masterstroke of XENA

This RMG now spends nearly 50% of its digital budget on XENA



## Success Journey

- When we started with this RMG, we were one of their 25+ affiliates partners on whom they spent 1% of their total digital spends
- We took 2 months of campaign cycles to find the right sweet spots where we could manage their KPI targets
- From 3rd month, they got some confidence in our traffic and started scaling. By end of 3 months, we were on top of their 25+ affiliates, but it was still < 10% of their total spends
- Month--on--Month, we started scaling steadily for them and within a year of engagement, surpassed Facebook and Google spend budgets.
- One of the key factor in this journey was that the RMG company was proactive comfortable in sharing their insights and analysis which we could feed into our platform



THANK YOU