



How this leading Sports book company uses XENA™ to get  
CPA from 122\$ to 66\$ & 275% Increment in FTD counts &  
Redeposit amounts

# Content



- Introduction to the Agency & Client
- Campaign Objective & KPI's
- Channel Segregation & Audience Split Technique
- How our strategies bought 275% increment in FTD's
- The Masterstroke of XENA



# 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

This Sports Book Client is a premier destination for cricket booking. They've exciting cricket markets and competitive cricket odds on the Cricket book.

Experience of the best 24/7 live online I gaming. Also, the sports booking exchange which also serves up huge liquidity on thousands of sports markets.

# Campaign Objective

- Acquiring users at good CPA & Scaling FTD's
- Maintaining constant Redeposits & Deposit value



## KPIs & Competitive Benchmarks

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



**CPA** 70\$  
**ROI D7** 10.2%  
**WOM** 20%



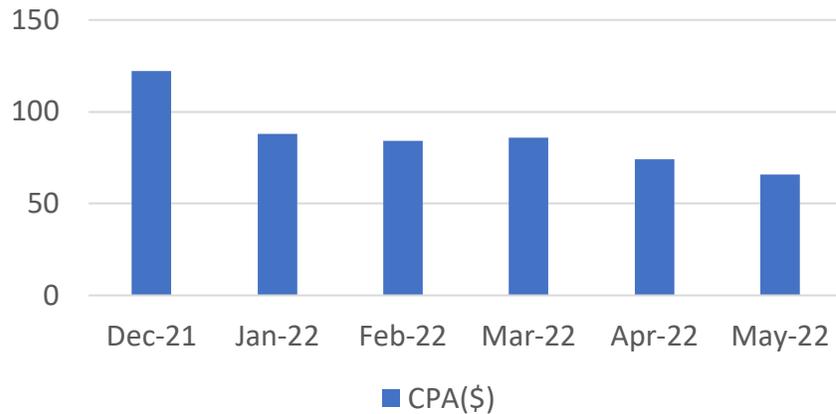
**CPA** 66\$  
**ROI D7** 8.2%  
**WOM** 40%

## Channels Used

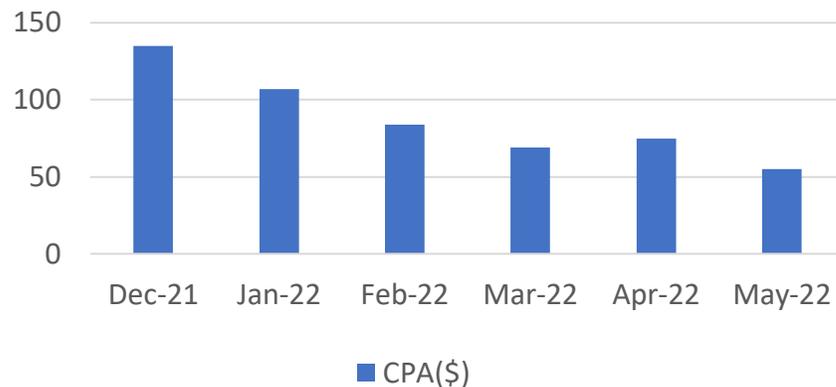


# Channel Segregation & Audience Split Technique

CPA(\$) - Google

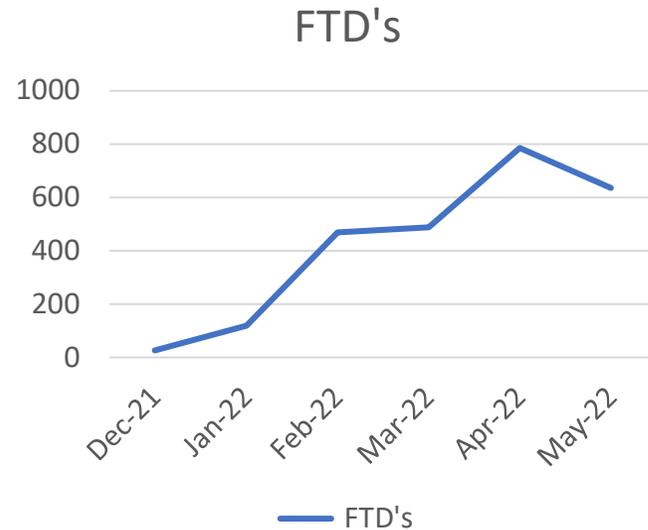


CPA(\$) - Facebook

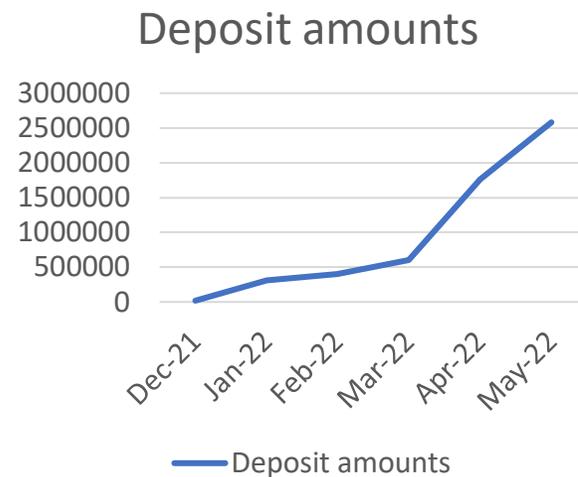


- For this Sports Book Client, we used it to an optimum levels, where we spent less early on to identify these coefficients with Platform & Audiences
- Coefficients are the multipipeline factors of demography, public holidays, device details and user personas
- These coefficients helps to understand best channel with their performance
- E.G. We're using Facebook, Google, Push notification platforms, SMS, Media smart & others
- Post 4 months data, we were able to scale channel spends considering WoM attribution resulting into improved ROI

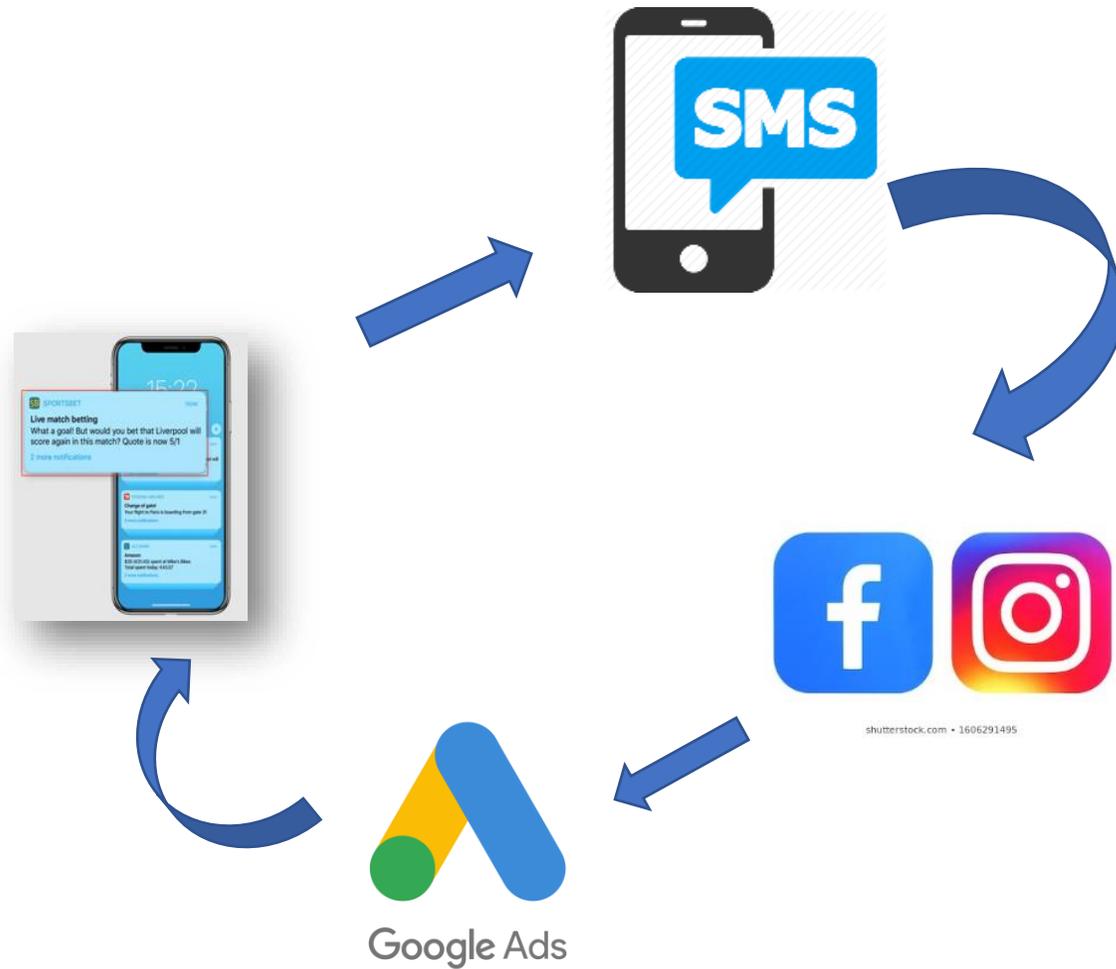
## 275% Increment in FTD's



## Increment in Deposit Values



- 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



- Sports book 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 March 2022, this Sports book games 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 7 week of analysis, we singled out Tamil Nadu 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 Sports Book client, we were one of their leading agency partners in India
- We took 3 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 500+ FTD's monthly
- One of the key factor in this journey was that the Sports booking platform was proactive comfortable in sharing their insights and analysis which we could feed into our platform



THANK YOU