

# Smadex CTV Campaign Proves Incrementality Lift in Bandai Namco Mobile Flagship Game

## About Bandai Namco Mobile

**Bandai Namco Mobile** is a renowned multinational game publisher with diverse franchises including, Tekken and Pac-Man. The company is known for creating engaging content for its fans and exploring new ways to connect.



## The Opportunity



Bandai Namco Mobile sought to find new marketing channels to stay ahead of growth opportunities. Smadex recommended that they explore CTV as a new channel for user acquisition, presenting a full-funnel solution to promote one of their flagship games. With CTV, they could maximize reach with precise, contextual segmentation and the ability to track and measure campaign performance through their MMP. Connected TV (CTV) is a rapidly growing marketing channel that combines online advertising advantages with the extensive reach of linear TV. In the US alone, CTV users are projected to reach 24.3 million by 2027 (Source: e-marketer), creating a valuable opportunity for brands to engage with receptive and engaged viewers.

## The Strategy

Smadex ran the campaign for a test period of 20 days, targeting two US states. After this period, an incrementality test was performed to gauge the impact of Smadex CTV ads. Tracking the total number of installs in the target locations and comparing them to get an understanding of user acquisition performance.

## Proven Incremental Lift

### Installs

The campaign gave a very clear uplift in valuable installs on top of the existing app installs.

### Sessions

Improved average daily sessions per user over time, positively impacting user retention and ROAS.

## Evolution of Bandai Namco's app installs overtime

Maximum install lift during campaign

30%



Bandai Namco Mobile partnership with Smadex resulted in a significant uplift in valuable installs and improved average daily sessions per user. Our results demonstrate the effectiveness of CTV as a full-funnel marketing channel for reaching and engaging target audiences. The channel continues to grow with Bandai Namco Mobile as a result.

Don't miss out on the potential of CTV. Reach out to Smadex to start your campaign.

## Client Testimonial

"Our partnership with Smadex has been instrumental in driving the success of our mobile app, with a significant uplift in valuable installs and improved user engagement through CTV. This has solidified CTV as a full-funnel marketing channel for reaching and engaging our target audiences. We look forward to further leveraging the power of CTV with Smadex as we continue to grow and expand our mobile app presence."

**Sara Guerola** | Product Marketing Manager at Bandai Namco Mobile