

How to Increase LTV by 15% and Take User Complaints to Zero



Results

Thanks to the joint work with Smadex, Hyve was able to achieve:

- **+ 150%** increase in subscribers
- **- 20%** decrease in CPA with same ARPU
- **ZERO** complaints received

About the Client

HYVE Mobile is the leading content provider in the most important regions of Africa. Considered one of the biggest content providers in South Africa, HYVE Mobile provides premium quality content from different verticals - such as games, antivirus, and social media - to its subscribers.

Strategy

Smadex ran on a dCPM model optimizing by mid term subscribers LTV for some verticals, as a social media for kids. Smadex got to enhance ARPU without going over the delimited CPA for each telco segment.

The Challenge

HYVE Mobile was suffering **high complaint rates** from subscribers.

In a move to change this situation and drop those **fraud cases to zero**, HYVE Mobile partnered with **Smadex** to run a programmatic campaign with high safe standards.

Smadex focused on launching HYVE Mobile services **across new geos** securing **high quality users** while getting **low CPA**, always following the highest standard of **fraud free traffic**.



"It's easy to focus on your company's expansion and growth when you have a partner like Smadex. The Smadex support team not only took full care of the campaign but also led us to better prepare our campaigns for an optimal performance. Smadex is by far our best partner and we look forward to keeping working with them, following the growth plan we have put in action."

Andre Kruger, COO at Hyve Mobile