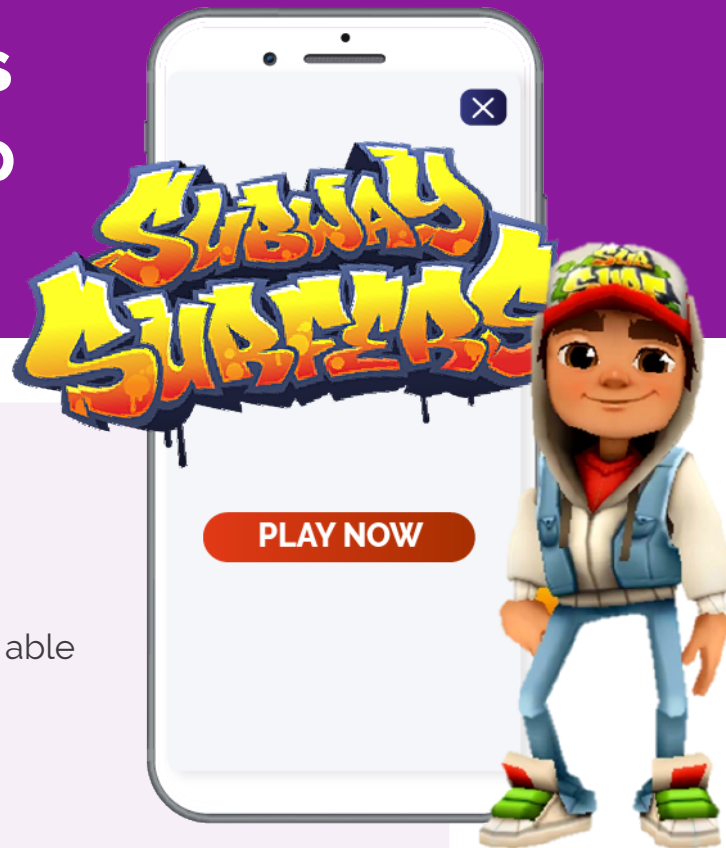


Upify Gains Over 68,000 Subscribers with Smadex's Help

Results

With Smadex's support, Upify Mobile was able to achieve the following in just one year:

- **+68.000 Subscriptions**
- **Conversion Rate of +1%**



About the Client

Upify Mobile develops technologies for telcos and content owners from concept to day-to-day management, including optimized strategies and marketing investments that span the entire end-user lifecycle. Upify's product offering focuses on white-labeled multimedia entertainment content, corporate solutions and applications, and end-to-end services for marketplace management such as MSP (Master Services Provider) and MSCP (Master Services Content Provider).

The Challenge

Upify Mobile partnered with Smadex to **increase subscriptions and conversions in Africa, Asia and Europe**, and in different business units such as gaming and video streaming. This strategic move placed special emphasis on:

- Adapting and optimizing campaigns across all platforms for greater reach.
- Developing the right synergy and diversification to achieve better performance efficiency.

Strategy

To achieve good results, it was essential to develop a work ecosystem with focus on two main axes.

- 1 . Constant exploration and fast execution.** Good values were found in Click Flow but not so in PIN Flow, suggesting optimizing the campaigns with CPA model to reach the target number of subscriptions.
- 2 . Regular communication** with the client, with weekly progress reports and new optimization proposals.



“With Smadex, not only did we manage to improve key indicators such as conversion rate and traffic volumes but we could also see a very positive evolution in the quality of users. We managed to increase the use of our services and even maintain more beneficial flows for the user on an uninterrupted basis in very sensitive markets thanks, among other things, to a strong reduction in complaints and claims. This latter is a key factor for us if we want to make Upify a sustainable and lasting business”.

Aitor Muñoz, Head of Traffic at Upify Mobile

