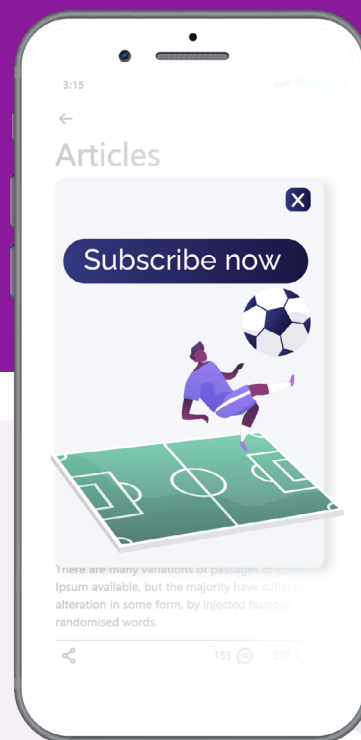


Scoring Big: Smadex's Winning Strategy Takes Wister's Mobile Marketing to New Heights

Results

Through strategic optimizations and with the support of Smadex, the client achieved the following impressive results:

- **+700% growth in subscriptions.**
- **Successfully achieved the target CPA.**
- **Achieved a CTR of 4% (+3% growth).**



About the Client

Wister is one of the pillars of Direct Carrier Billing (DCB) in France and a multimedia content publisher. Since its establishment in 2003, Wister has offered a diverse range of products and services, empowering users to access their desired entertainment and fully leverage smartphones as their primary consumption channel.

With a strong collaborative network comprising over 30 operators in Europe and Africa, as well as partnerships with educational, audiovisual, sports, and video game content providers, Wister places special emphasis on preventing fraudulent traffic. They rely on Smadex to work with programmatic clean traffic, free of claims, in order to achieve a healthy business.





The Challenge

The primary objective of the client was to secure a prominent position for their offers among the top downloaded mobile content, with a focus on top-quality inventory.

Strategy

The expertise of Smadex underscores the importance of maintaining a very close relationship with clients to provide better service and results.

- The Smadex growth team suggested focusing on World Cup soccer campaigns to reach a global audience.
- After seeing good results, our growth team tested 15 new creatives and prioritized the best-performing ones based on CR and CTR.
- The Smadex team suggested starting a retargeting phase to reach users who had shown interest in the offer but didn't complete the subscription process and those with similar interests.
- A whitelist was implemented to refocus investments on the sites, creatives, and exchanges that delivered the best results.

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“The team at Smadex has been an absolute pleasure to work with for the last several years. Because of how closely their team works with us to improve our campaigns, we have been able to scale our media spend budget every year”.

Patrick Ghazarian, Head of Programmatic at Wister

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smadex

We do more than just deliver ads.