



How Smadex Boosted by 35% Installs for Jackpocket During Lottery Peak Season

Jackpocket, an app with more than ten years of trajectory that enables people to purchase lottery tickets in the United States, sought to acquire new high-quality users.

Results

Through strategic planning, data-driven targeting, and innovation with creative assets, Smadex successfully met Jackpocket's goals, acquiring new high-quality users during peak lottery seasons:

-  **35% lift in installs**
-  **35% increase in buys**



Challenge

Rising to the Peak Lottery Season Demands

Jackpocket aimed to ramp up user acquisition quickly. The lottery's cyclical nature, particularly during high-demand periods like high prizes, required them to work with a trusted partner capable of delivering fast, efficient scaling during peak seasons.

Smadex, with its advanced user acquisition strategies and long-term relationship with Jackpocket since 2021, was the answer to these challenges.

Opportunity

Key Elements Driving Jackpocket's Success

The main strategy focused on tailoring and adapting the campaign to align with fluctuating jackpot sizes. To optimize performance, the Smadex team strategically identified high- and low-performing periods and selected the most suitable inventories for each period to maximize efficiency and achieve optimal results.

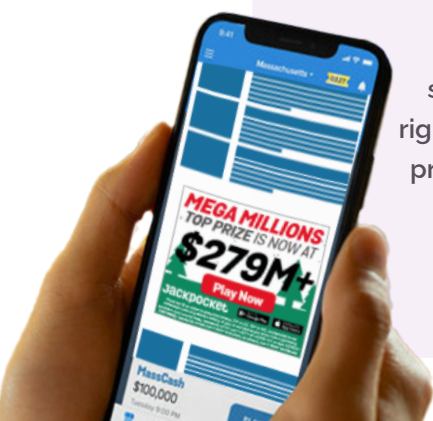
Strategic planning, data-driven optimizations, and innovative, creative assets were the pillars that held the success of the campaign:

- **Angle and Timings:** Ads intensified during periods when jackpot sizes were larger, capitalizing on increased public interest. Increasing and decreasing budgets according to the days of the lottery draw was key.
- **Leveraging Historical Data:** Learning from years of working together in previous campaigns, Smadex provided precise niche targeting and fast scaling. This highly effective targeting strategy ensured that Jackpocket's ads reached the right and most interested audience.
- **Custom Dynamic Creatives:** Smadex's Creative Studio designed custom, dynamic assets that showed countdowns to lottery drawing and real-time updates on jackpot sizes.
- **Inventory Diversification:** Smadex offered diverse, high-quality traffic sources, including in-app and mobile web inventory. This ensured maximum reach and impact for a broader, relevant audience.



"Partnering with Smadex has been transformative for Jackpocket. Their strategic planning and data-driven approach ensured our ads reached the right audience during peak lottery seasons. The custom dynamic creatives and precise targeting were particularly effective. Smadex is a trusted partner, and we look forward to continued collaboration."

Diogo Martins, Senior Manager, User Acquisition at Jackpocket



smadex

We do more than just deliver ads.