

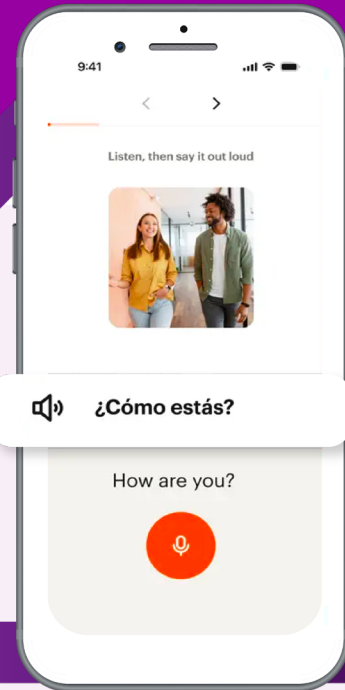


Babbel's 300% Buy Rate Boost: The Power of Smadex's Creative-Focused Strategy

Results

Thanks to Smadex's personalized and creative-focused strategy, Babbel has achieved outstanding results:

- **Increased User Engagement:** Localized and seasonal creatives drove a 300% higher buy rate.
- **Cost Efficiency:** Optimized strategies reduced cost per buy (CPB) by 87% with top-performing seasonal creatives.
- **Sustained Performance:** Buy rates have risen maintaining strong results and a stable budget.
- **Creatives Optimization:** Optimizing and focusing on the best-performing format improved the performance by 10x more buys and a 2x buy rate.



Opportunity

Babbel is a language-learning platform with 15 years of expertise, offering engaging and effective courses in 14 languages. As the competitive app market demands innovative solutions and continuous optimization of creative assets and ad features, Babbel encountered challenges in reaching high-quality users through new channels while striving to maintain a localized approach.

Smadex stepped in to offer creative support and targeted strategies. The partnership quickly became successful, helping Babbel attract high-quality users and stand out. With Smadex's help, Babbel improved its visibility and exceeded its user acquisition goals.

Strategy

Smadex implemented a strategy to meet Babbel's objectives, prioritizing creative production, localization, seasonal relevance, and video. A variety of creative formats and themes were developed, each meticulously crafted to resonate with different segments of Babbel's audience, ensuring a targeted and effective approach.

- **Video Approach:** We adopted a video strategy to visually demonstrate the app's interface and user experience, which is crucial for engaging potential learners.
- **Creative Selector Tool:** We used our creative selector tool to optimize the best-performing ads and themes, maximizing the impact of each impression.
- **Creatives Language Optimization:** We focused on this Model feature to target users in their preferred language, taking a better and more personalized approach to each one.
- **Seasonal Creatives:** We also tested a variety of seasonal creatives that resonated with current trends, such as the Eurocup, Olympics, and summer travel themes.
- **Targeted Creatives Focus:** Showing the ads on apps in relevant categories, we effectively identified and engaged users most likely to be interested in learning a new language.
- **Ad Size Testing:** We tested different ad sizes but focused on the portrait format, as it significantly outperformed landscape creatives across all themes.



"The partnership with Smadex has been beneficial for our campaign's performance. Their ability to deliver engaging and intelligent creatives has supported our goals effectively. We appreciate their efforts and look forward to more successful collaborations"

Pascal Priso, Performance Marketing Manager at Babbel

The joint forces of Babbel and Smadex resulted in impressive growth by leveraging personalized, localized creatives and strategic video ads. This partnership boosted engagement, reduced costs, and drove higher buy rates, establishing Smadex as a vital partner in Babbel's ongoing success.



smadex

| We do more than just deliver ads.