

# CFM + Smadex: the formula towards success



## Results

- **300-400 weekly subscriptions** in their biggest Europe country.
- **70-150 more weekly subscriptions** in the rest of Europe.

## About the Client

CFM (Content For Mobile) is a company that connects mobile carriers with the top brands from gaming and Esports, such as Disney, Marvel, FIFA, and NBA. Because they work with these brands, quality, security, and compliance feature high up in their priorities when it comes to promoting their products. Given that they are often working directly with carriers, CFM takes no risks with their reputation, especially when it comes to traffic.

## The Challenge

CFM had previously restricted traffic to trusted sources before reaching out to Smadex. They were looking to increase the reach of their products in Europe, achieve their cost objectives while growing their customer base, and meet strict compliance KPIs.

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## Strategy

To reach our client's goals, Smadex put in place a strategy based on the following pillars:

- Establishment of daily subscription goals.
- Check KPIs for quality of traffic sources.
- Campaign optimization to meet target CPA.
- Ad creative optimization and adaptation based on geo-targeting.
- Improvement of user segmentation through IP targeting.

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## Results

With the help of Smadex, in just one year, CFM achieved:

- KPIs closely matching other trusted sources.
- Addition of between 300 and 400 new customers weekly in their biggest country.
- Between 70 and 150 more weekly subscriptions in other European carriers.
- Accomplish their target CPA.



"We cannot take risks with our brands, and seeing that Smadex had approval from certain regulators and carriers was a key factor in starting with them. Since then, we have seen steady growth with good KPIs and the start of a long-term partnership."

Gaby Bosch, CEO at CFM

