

How MCO reached +300k subscriptions with Smadex's help

Results

With the support of Smadex, MCO managed to reach in one year a total of:

- **+25,000 subscriptions** in Europe.
- **+270,000 subscriptions** in Africa.
- **+4k subscriptions** in other countries.
- Conversion rate of **+1.8%**.



About the Client

MCO is a performance-based mobile marketing company specializing in digital advertising, customer acquisition, and monetization of mobile traffic through direct carrier billing platforms.

Their exclusive in-house mobile solutions offer coverage of the most profitable markets to promote and monetize mobile content and services through selected premium traffic sources.

MCO is part of Exogroup, a group of companies that offers a range of services and proprietary technology platforms in the digital business landscape.

The Challenge

MCO partnered with Smadex to obtain subscriptions at the best market value and clean and transparent traffic in the bigger European countries and Africa.

Strategy

To achieve the client's objectives, Smadex proposed to optimize through the CPM model, where you pay for every thousand impressions and seek to reach the target CPA to achieve the profitability sought.

Teamwork with the client was also essential to achieving optimal results. After several suggestions in terms of which services to test, suitable banners, and the client's improvement of the URLs, Smadex's team was able to create a strategy that exceeded the client's objectives and expectations month after month.

The Smadex's team tested several strategies for each geo and service, making decisions together with the client, and decided to prioritize and delimit geographical areas in each country and optimize the campaigns based on time slots.



"Mediabuying has been my passion for a long time! It's been an honor to take MCO to the next level when it comes to DSPs like Smadex. We set sail forward to a bright future with higher investments and margins."

**Dave Lambregts, Performance Mediabuyer
at MCO.**

