smadex × COOKIES

How One New Campaign Drove 51% of Total Revenue for Cookies Digital

Results

- Performance increase in the Egyptian market with a **51%** contribution since launch.

- The CPA decreased and has remained constant and within the target set.

About the Client

Cookies offers Mobile Carrier Billing connectivity in Europe, MENA, and South Africa. Their billing platform provides mVAS Services and is integrated with the biggest telcos and aggregators worldwide.

The Challenge

Cookies started working with Smadex with the goal of scaling in different geos by diversifying traffic while still maintaining high-quality standards.

Strategy

Working with Smadex, Cookies was able to buy its inventory in **full transparency** and adjust the cost paid per user thanks to a **dCPM model**.

In the first exploration phase, the campaign showed great results with click flow offers but encountered difficulties scaling volumes on the "pin code flow" in some verticals, such as gaming. The Smadex team decided to focus on what worked best, click flow models, and use that good performance to raise the bet on the campaign targeting Egypt, which showed great **growth potential**.

The team needed to be extremely careful about deploying their strategy as they were entering a new country; this meant testing **anti-fraud measurements to deliver only compliance traffic in a strict market**.

Furthermore, **Smadex achieved satisfactory CPA targets by implementing dCPM purchase models and securing high-quality traffic**. The campaign achieved increasing volume while reducing costs per acquisition.

> "
>
> The strength of Smadex is in bringing constant and certain results to our company through detailed care of the customer and its activities. Thanks to this, we have built a long-lasting partnership."
>
> **Luigi Mastrodicasa, Media Buyer and Affiliate Manager at Cookies Digital**