

How MPL Pioneered CTV with Smadex to Unlock 5X Profitable Scale



Results

By pioneering an integrated CTV and user acquisition strategy, Smadex empowered MPL to profitably scale investment 5X, dramatically lowering acquisition costs while doubling the rate of high-quality users.

- 5X Profitable Budget Scale
- Over 2X Higher FTD Rate
- 61% CPI Reduction on CTV

Mobile Premier League (MPL) is a leading global gaming platform with a community of over 100 million users and a portfolio of more than 30 games and formats. Renowned for its reliability and popularity, especially in the US, MPL offers a diverse range of games spanning categories like card games, casual games, and more.

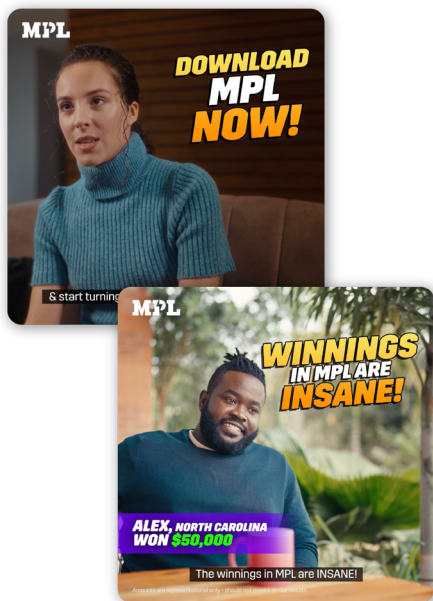
The Opportunity

MPL aimed to evolve its user acquisition strategy beyond standard channels. The goal was to achieve more stable KPIs and diversify its audience reach, focusing on acquiring high-LTV players with strong retention and deposit habits to drive sustainable revenue.

The Solution

- **Phase 1: Building a Foundation of Trust with High-Performance User Acquisition**

The partnership began with a high-performance mobile UA campaign, targeting users with strong retention signals to deliver engaged players, not just installs, and build a solid foundation of trust.



- **Phase 2: Unlocking New Growth Frontiers with Connected TV (CTV)**

Building on this success, the strategy expanded to CTV to create powerful synergy with the mobile campaigns. CTV allowed MPL to reach broader user segments within households and on shared devices. This diversified their user base beyond the traditionally saturated mobile ad audience, funneling fresh, high-intent users into the acquisition funnel for more robust growth.

- **Phase 3: Driving Efficiency Through Integrated Optimization**

By aligning creative themes across channels and leveraging bespoke, immersive ads (dynamic gameplay, seasonal promotions), the partnership drove down the Cost Per Retained User (CPRU) and reinforced brand messaging across the entire user journey.

Leveraging Immersive Creatives: The Smadex Creatives studio provided bespoke assets tailored to the US market. This included transforming ads into immersive experiences by combining dynamic gameplay footage, interactive playable elements, and clear incentives that resonated with culturally relevant moments like Halloween and Labor Day.



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“Smadex has truly cracked the code on performance, mastering both the CTV landscape and large-scale user acquisition. Their integrated approach consistently outperforms the market, making them an indispensable partner in our global expansion.”

Sandesh Gupta | Director - Digital Marketing (US), Mobile Premier League