



smadex



Digital
Distribution
Group

How Digital Distribution Reached 350%+ Growth in Germany with Smadex's Tailored Strategy



Results

In just two months, Digital Distribution Group (DDG) achieved outstanding results with Smadex's localized approach in Germany:

- **350%+ growth in user acquisition**
- **10x higher** campaign volumes with **video ads**
- **40%+ improvement in Conversion Rate (CR)**
- **Average CTR of 20%**

The tailored strategy not only boosted performance but also unlocked sustainable growth at scale.

The Opportunity

With a decade of experience, Digital Distribution Group provides advanced tracking and analytics with full transparency across the conversion funnel to optimize ROI. In partnership with Smadex, campaigns run across multiple geos, including Mexico and Germany, with products such as Clearbliss, Playzone, and Juega Juegos.

Focusing on Germany, we optimized campaigns to grow user acquisition while keeping target CPA levels in a competitive market. By tailoring campaigns to the local audience and continuously improving performance, Germany became a standout example of DDG's global scaling strategy.

The Solution

To drive scale and efficiency in Germany, Smadex focused on a market-specific approach designed to maximize performance:



Carrier-based segmentation with targeted IP filtering to reach the most relevant users.



Device-level optimization (iOS vs. Android) to uncover performance opportunities.



Prioritizing top-performing exchanges to expand reach while maintaining cost efficiency.



Regular creative refreshes every 2–3 weeks to keep engagement high.



Video creative testing and scaling which proved particularly effective at boosting conversions.

By combining all these, Smadex ensured clean traffic, stronger conversions, and measurable growth across campaigns in Germany.

“

“With Smadex, we unlocked sustainable growth at scale. Their transparency, optimization, and ability to deliver 350%+ growth in Germany speak for themselves. Also, the people behind are great to work with.”

Nuno Brandão, Director of Media Buying & Operations at Digital Distribution



smadex

We do more than just deliver ads.