

PicksThatPay - Rapid Growth to 100 Members in 45 Days

CASE STUDY

SERVICES

Offer Creation

Paid Ads

Affiliates

We Love a Good Challenge.

As a newcomer in the highly competitive sports betting industry, PicksThatPay faced significant challenges in carving out a niche. The market is crowded with established brands, making it difficult for a new entrant to stand out. To overcome this, we adopted a strategic approach focused on winning over a 30-day span rather than just one game, ensuring our service remained the least expensive while offering the best customer service in the industry.

We launched primarily through athlete affiliates who posted about us on their Instagram pages, creating buzz and credibility.

Once we gathered testimonials of wins, we ramped up our efforts with targeted paid ads. This carefully planned strategy not only allowed us to reach the right audience but also effectively converted interest into paid subscriptions, driving early success in a saturated market.

What we achieved:

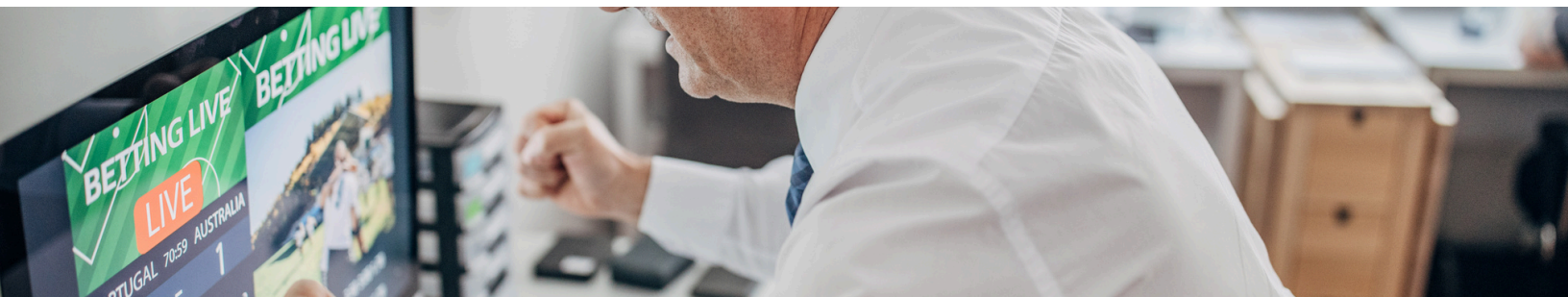
Number of new members in the first 45 days of launch. **↑ 100**

Low-Churn Rate (3%) while having a win-rate of 55%

UFC Fighters, Olympic Athletes, NBA Players and Tennis Pro's Endorsed Picks That PAY

How We Achieved Success

We succeeded by focusing on consistent wins over 30 days, competitive pricing, and exceptional customer service. By using athlete affiliates on Instagram to build credibility and then deploying targeted ads with proven testimonials, we effectively stood out in a crowded market and quickly converted interest into loyal subscribers.



1 All-Star Affiliates

With All-Star Affiliates, we leveraged high-profile athletes to promote our brand on Instagram, creating buzz and credibility.

After collecting strong testimonials, we launched targeted paid ads, boosting our visibility and driving strong conversions in a competitive market.

2 Mastering Paid Media

We used targeted paid ads to attract customers at just \$7 per sign-up for our \$97/month product, achieving an impressive return on ad spend (ROAS). This efficient strategy not only drove high-quality leads but also delivered substantial revenue growth, showcasing the effectiveness of our advertising approach in maximizing profitability.

3 Unbeatable Pricing and Exceptional Customer Service

We distinguished ourselves with the best pricing and exceptional customer service, attracting customers for just \$7 each for our \$97/month product. This strategy drove impressive return on ad spend (ROAS) and significant growth, reinforcing our market leadership.



Our Results

We achieved significant success with All-Star Affiliates by leveraging high-profile athletes to build credibility and drive initial buzz. Our targeted paid ads attracted customers at just \$7 per sign-up for our \$97/month product, yielding an impressive return on ad spend (ROAS).

By offering unbeatable pricing and exceptional customer service, we not only stood out in a competitive market but also drove substantial revenue growth.

This strategic approach effectively combined influencer promotion, efficient advertising, and top-notch support to establish our brand as a market leader.

Powered By Influential
Inc.

Setting Records



Results

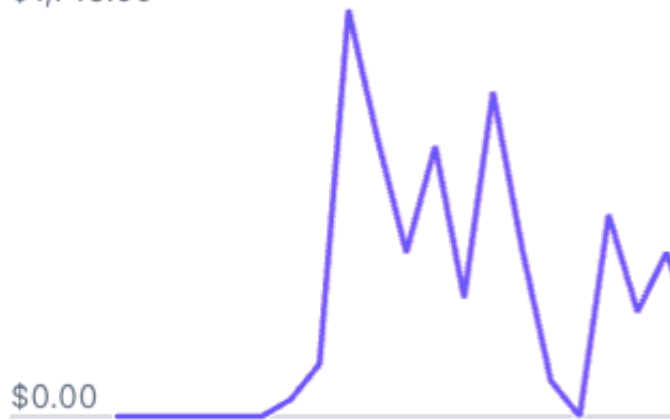
Gross volume ⓘ

\$10,323.00

\$1,716.00

\$0.00

Jan 2022



View more

My Bets

Active Settled

TOTAL WAGER WON ON FANDUEL

BET ID: 0/0127123/0000022 PLACED: 1/19/2022 11:09PM ET

FANDUEL SPORTSBOOK

3 Leg Parlay +127

P Andujar Alba Moneyline, B Van De Zandschulp Moneyline, D Medvedev Moneyline

P Andujar Alba -170 MONEYLINE
A Molcan v P Andujar Alba JAN 19, 8:53PM ET

B Van De Zandschulp -410 MONEYLINE
R Gasquet v B Van De Zandschulp JAN 20, 2:05AM ET

D Medvedev -650 MONEYLINE
N Kyrgios v D Medvedev JAN 20, 3:15AM ET

\$8,430.00 TOTAL WAGER \$19,216.60 WON ON FANDUEL

BET ID: 0/0127123/0000022 PLACED: 1/19/2022 10:23PM ET

MIRANDA MAVERICK

PARTNERED WITH PICKS THAT PAY

PICKS THAT PAY LET'S MAKE IT RAID

Testimonials:

- fearthemaverick Paid partnership with thepickthatpay
- fearthemaverick Hi everyone! I have a big opportunity that I am investing in and you guys should check it out too! I have partnered with @thepickthatpay, a sports betting company with a 71% win rate, to select quality bets and win some money. Get some money in your pockets using the link in my bio!
- thecaloutpc Check your dm. @fearthemaverick
- thepickthatpay We are excited to have you apart of our community
- rezz_0001 Love it Dm @bball_stuff_

July 15, 2022