

# CASE STUDY

A strategic guide to scaling the Ad Spend  
without affecting the ROAS

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## About the Business & Event

The client in question is a sports gambling application for 15 states in The United States of America. The betting majorly revolves around all major sporting leagues. These leagues include all popular sports like the National Football League (NFL), National Basketball League (NBA) and National Hockey League (NHL). While spending happens throughout the season for the leagues, major targets revolve around the finals for each of these events. The latest event was the Super Bowl - which sees the highest advertising spends across all categories and brands in the United States of America. With it being a highly relevant and critical event for the client - maximum efforts to gain traction happen on this event each year.



The campaign had a two fold objective:

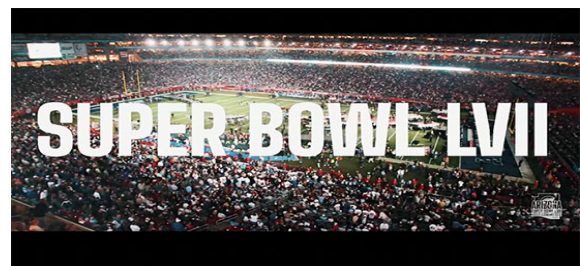
1. Drive Installs for the application
2. Ensure Registrations

The KPI's for the campaign were set at:

1. Installs - Cost Per Install (CPI)
2. Registrations - Cost Per Registration (CPR)

## The Challenge

In the United States, Sports betting is one of the most enjoyed forms of betting play and online licensed vendors offer great offers during crucial events of the year. We identified one such event to be targeted for spending scale up. And it was the superbowl.



The campaigns run consistently for the client throughout the year with different leagues running at different times. With the scale up of spending each day the campaign already utilised all targeting options for maximum reach. The target for the Super Bowl was to ensure that we have the capability to spend as much as possible, while making sure that performance remains aligned.

Hence, the key challenge was to scale up the campaign for the Super Bowl without adversely impacting the performance or the buying capability.

## The Approach

To begin with the end in mind, putting the measurement of results in the form of floodlight was the first step. We identified the methods of integration between measurement platforms for app events and floodlight from DV360. We used a server to server postback call to ensure the availability of results for installs, registrations, deposits, revenue generated from users etc.

The campaigns for sports betting run across the entire year, but some events are very crucial for the deposits to increase and thus, require more personalised attention and strategy. We observed that there is availability of the first party data in the form of floodlights and the history data that was available for taking all the learnings and making progress.

We gathered all the reports and crossed it with the database available from the client for the Installs received and attributed to create a common source of data, where we were able to get the cost of acquiring a customer. This connection helped us in building a bridge between efforts and results. Now, the only challenge remaining was to find opportunities which can help in maximising the performance.

We used a structural approach to scale up campaigns. Each targeting option was broken down at different levels of the campaign. Since, the campaign was run on Display & Video 360 (Google Marketing Platform) the following plan was created:

### **Campaigns** →

1. With multiple geo locations to be targeted each location was assigned a separate campaign
2. The Geo location was further drilled down from state to cities and pinpointed locations of relevance.
3. Digital advertising for gambling category has restrictions in terms of excluding audiences. Therefore, campaigns have been created with this limitation in mind.

Therefore, a total of 20+ campaigns were created to scale up the spending, while earlier there was a single campaign with a few insertion orders targeting each geo location.

### **Insertion Orders** →

We utilised the bidding at multiple levels to ensure enough avenues and methods are in place to buy the placements. The available inventory thus bought sufficed the need to buy enough visibility within the restricted cost. Thus, the following options of bidding were utilised across all campaigns:

1. Maximise Viewable Impressions
2. Fixed Bid
3. Maximise Clicks
4. Maximise conversions
5. Maximise Viewable Impressions with CPM Cap
6. Maximise Clicks with CPM cap
7. Maximise conversions with CPM cap
8. Target vCPM
9. Target CPC
10. Target CPA
11. Custom Bid Strategy
12. Custom Bid Strategy with CPM Cap

### **Line Items** →

Various Audience and contextual targeting were maintained across Insertion Orders which were further amplified by dividing high performing display creatives, low performing display creatives, data driven creatives, rich media creatives and native creatives. Therefore, each of the Line Items were prepared as many times as the types of creatives across each Insertion Order:

1. Open Targeting
2. Audience targeting
3. Contextual targeting
4. Expansion Usage

Each Insertion had ample Line Items to make sure, we have the flexibility to play and pause the set up, without losing the spends.

## The Conclusion

The structure scored a perfect opportunity for the campaign performance with a 9x increase in spends without breaching the KPI benchmarks for Cost per acquisition.

## Platform



Display & Video 360