

A low-angle, upward-looking shot of several tall skyscrapers at night. The buildings are dark, with some windows glowing. The sky is a deep, dark blue. The perspective creates a sense of height and scale.

“

Fully transparent, mobile-
first solutions for **brands** and
agencies.

curate.

Case Study.



CPI

50k installs at \$5 CPI paced evenly throughout Q4, optimized towards registration and purchase events.

CPA (Registration)

\$15 Cost-Per-Registration

CPA (Purchase)

\$60 Cost-Per-Purchase

Attribution Window

7-day Click-Through-Attribution with 1-hour View-Through-Attribution to start.

Radical Transparency

We provide full transparency on all sources and provide all data required to be passed back, including Partner Names, Partner Login, App Placement, and any further data required. We also provide real-time logins for our Partners; what we see, is what you see.

Strong E-Commerce Performance

Strong historical performance in this vertical, with previous experience delivering scale while meeting and exceeding registration and purchase KPIs at a similar CPI.



Case Study.



Objectives

For Kismet to be a primary partner responsible for driving explosive user growth while delivering on all KPI. Specifically, the goals have been to optimize around two areas: 1) Generate new user sign-up(registration) rates greater than 60%, 2) Maintain effective Cost per First Scan of \$6 or less.

Strategy

To generate highly-targeted, quality new users each month through the following means:

Key Platforms

DSP
Kismet Alert
Kismet Ad Console

KPI

<\$5 Cost per First Scan
<\$3 eCPI

Targeting

Ages > 25
Primary household shoppers
Suburban/urban areas with high population density
Cost-conscious shopper comfortable using mobile to purchase

Case Study.



Achievements

Most notably, we're proud to have grown our partnership to the point of generating 80K new users per month. Not only have we successfully hit KPI, we have done so with full transparency along the way. The data we see, you see. This way of doing business starts at the top with insights into the overall benchmarks like Cost per First Scan, eCPI and new users and goes all the way down to individual campaign creative, site/app level, conversion rates and clickthrough rates. Through Kismet's data management platform, you're able to see not only high-level metrics, but at a micro level what's happening with your campaigns. As a result, we continue to deliver new, highly-targeted, quality users to Fetch that have a high likelihood of retention and therefore a higher lifetime value.

70%

REGISTRATION RATE

80K

NEW USERS PER MONTH

\$5

COST PER FIRST SCAN



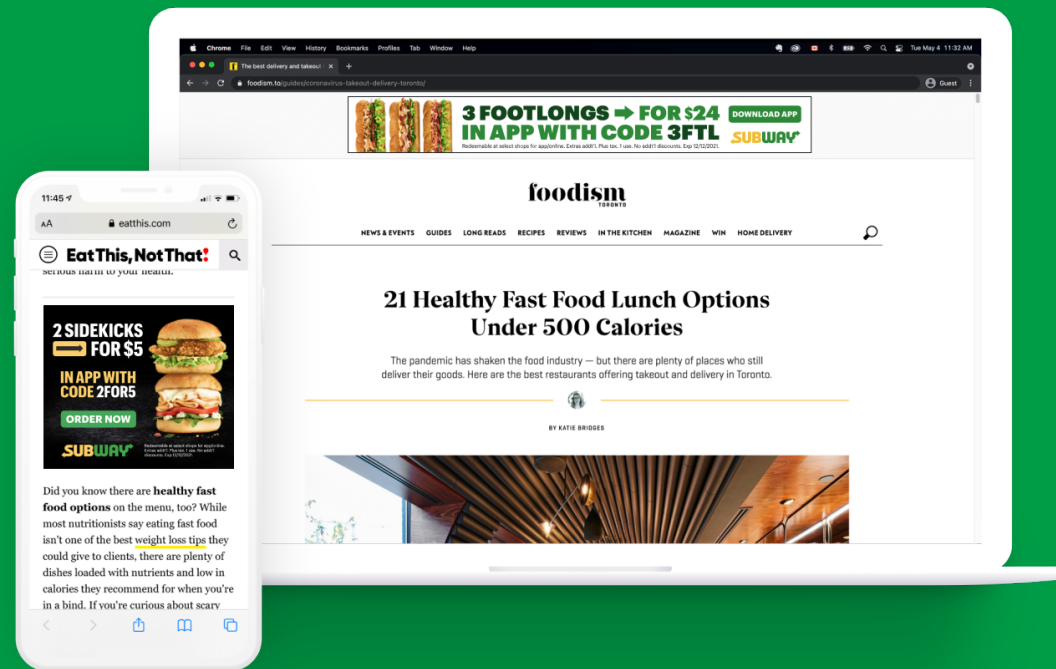
Case Study.



Campaign Goal

\$4.00 CPI goal to drive App Installs using two types of messaging on creatives

- ✓ Offer codes
- ✓ Generic Remote Order messaging



Targeting

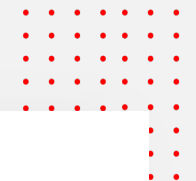
QSR Audience
Gaming
Sports

Entertainment
Competitor Audiences

Targeting SKAdNetwork users programmatically since November (Kismet)



What We're All About.



We understand that people spend the majority of their time on mobile devices. We also understand the importance of privacy in the mobile consumer economy. The challenge is on advertisers to not only keep up but to find smarter, fraud-free ways of reaching their audience.



We are mobile marketers who have spent decades at the forefront of technology, innovation, and industry developments. We take pride in being thought leaders about important issues shaping mobile marketing, including most recently SKAdNetwork.



We have helped hundreds of satisfied clients not only keep up with the rapid pace of mobile innovation but be out in front of their competitors.



We invite your feedback and questions.



1 416 840 4619



info@curatemobile.com



150 King St W, 1503, Toronto, ON M5H 1J9