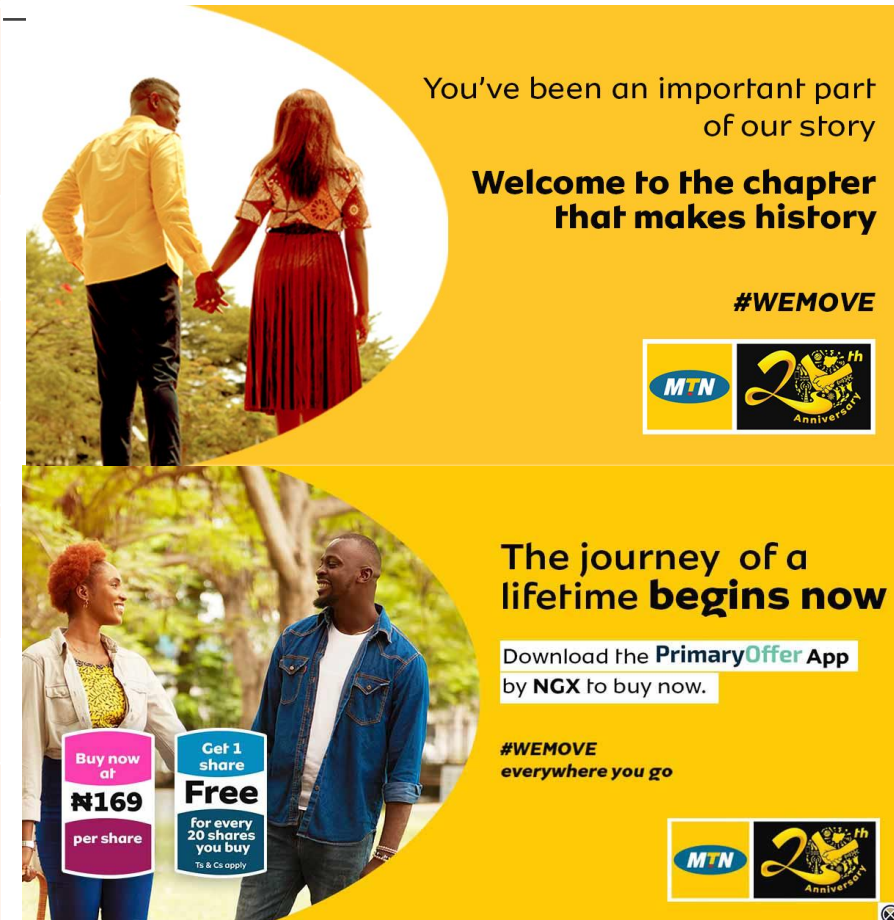# Case Studies

VARIOUS CASE STUDIES OF OUR CLIENTS

Telecommunication

Client	MTN (Project Offer)
Campaign Goal	Targeting users to participate in the MTN share offer with the aforementioned title
Demographics	Ages 25- 65
Duration	1 Month
Impressions	7,255,830
Clicks	47,991
CTR	0.66
Results/Comments	Delivered on set KPI's as well as expanded to a following Thank you campaign

Telecommunication

Client	MTN (Season of Surprises)
Campaign Goal	Targeting users to engage in sharing of MTN products during festivities
Demographics	Ages 18- 35
Duration	2 weeks approx.
Impressions	2,131,547
Clicks	12,105
CTR	0.57
Results/Comments	Delivered on set KPI's amongst other requirements

Telecommunication

| Client	MTN (Garbasa)
Campaign Goal	Targeting users in the Northern states in Nigeria to participate in the MTN offerings
Demographics	Ages 15- 65
Duration	2 Months +
Impressions	3,796,690
Clicks	18,301
CTR	0.48
Results/Comments	Delivered on set KPI's as well as ensuring there was deep penetration in the target region.

Finance

Client	First Bank (First SME)
Campaign Goal	Targeting users to open SME accounts with first bank
Demographics	Ages 26- 55
Duration	3 Weeks
Impressions	3,429,054
Clicks	22,200
CTR	0.65
Results/Comments	Increased user activity by +23% above market traffic standard

Finance

Client	Stanbic IBTC
Campaign Goal	Targeting HNI Individuals to invest in their targeted products
Demographics	Ages 35- 65+
Duration	2 Weeks
Impressions	2,780,207
Clicks	21,175
CTR	0.761
Results/Comments	Achieved over 35% above the required KPI with an order for a repeat campaign.
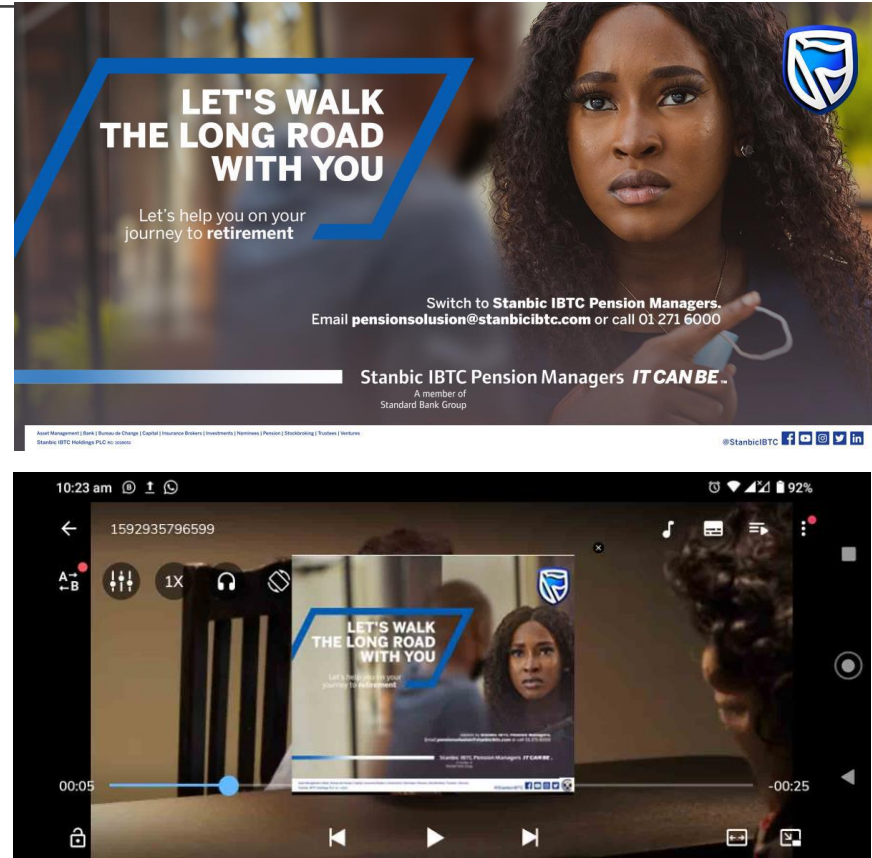
Finance

Client	CEEPASS Finance
Campaign Goal	Targeting Young Investors looking to invest in the long term
Demographics	Ages 25- 55
Duration	1 Month (Monthly Campaign)
Impressions	5,932,148
Clicks	23,933
CTR	0.40
Results/Comments	Increased user base by 15+% Month on Month
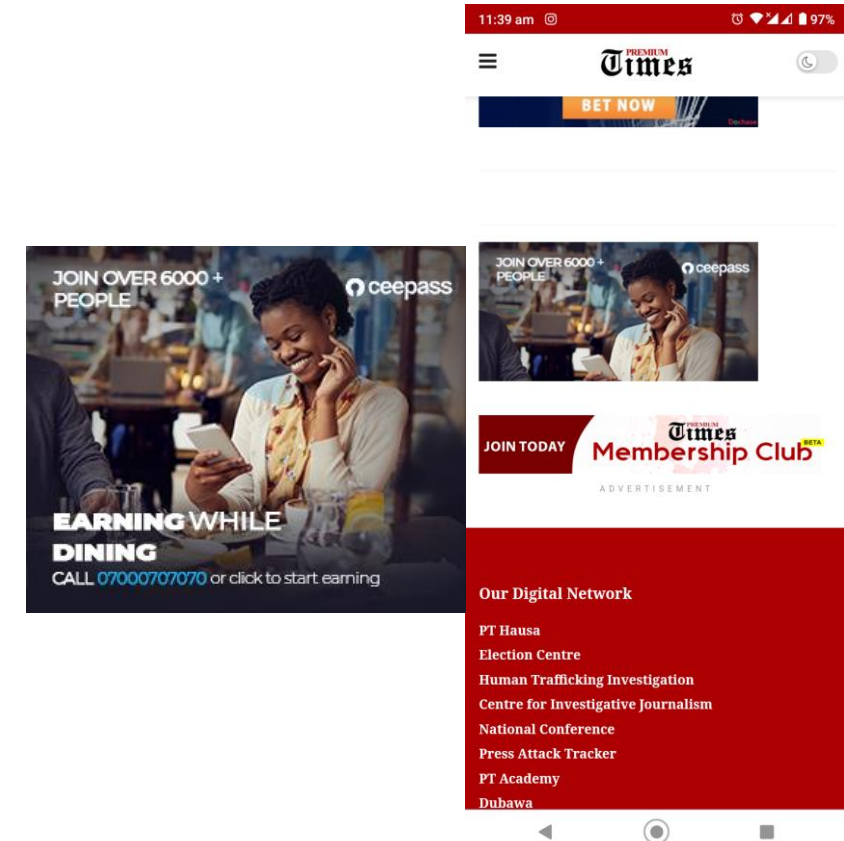
Forex/Finance

| Client	Allstar Trader
Campaign Goal	Targeting a mix of young and older investment focused individuals
Demographics	Ages 21- 50+
Duration	1 Month (Monthly Campaign)
Impressions	20,063,744
Clicks	36,929
CTR	0.18
Results/Comments	Increased activations in Telegram groups, WhatsApp groups and via the website

Forex/Finance

Client	FBS Campaign
Campaign Goal	Focus on brand awareness for an industry entering brand with growth plans etc.
Demographics	Ages 25- 50+
Duration	3 weeks
Impressions	2,527,551
Clicks	1,439
Results/Comments	Proper brand awareness and add-on values delivered to the brand and achieved deployment of the often unique HTML style ads.

Loans /Debt Finance

Client	First Credit
Campaign Goal	Campaign was targeted to users who would be in need of appropriate financing in a timely manner
Demographics	Ages 25- 50
Duration	2 weeks
Impressions	3,721,050
Clicks	26,442
CTR	0.71
Results/Comments	Increase in traffic exposure, driving users at a high click per day rate
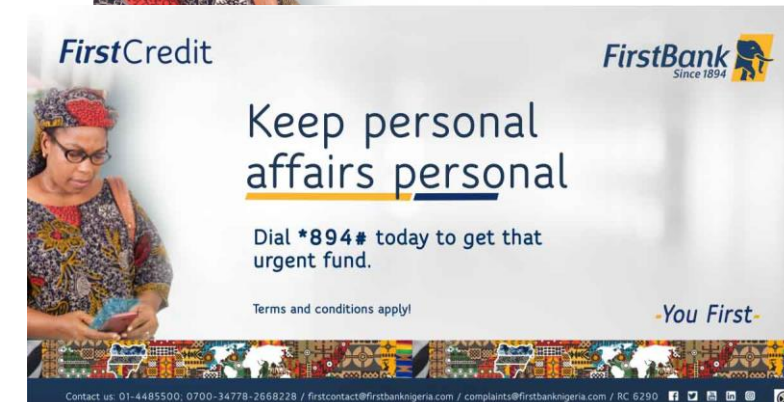
Loans /Debt Finance

Client	First Advance
Campaign Goal	Campaign was targeted to salary earners / working class population looking for payday loans
Demographics	Ages 25- 50
Duration	2 weeks
Impressions	3,034,468
Clicks	19,768
CTR	0.65
Results/Comments	Increase in traffic exposure, driving users at a high click per day rate

Award Shows and Events

Client	A.C.E Awards
Campaign Goal	Promoting awareness and activity towards the awards
Demographics	Ages 18- 45
Duration	2 Weeks
Impressions Ad Video + Views	1,019,924
Budget	Media Benefits worth $3,000
Results/Comments	Sold out the 150 allocated tickets for the event plus prominent mentions in the press of the event

Award Shows and Events

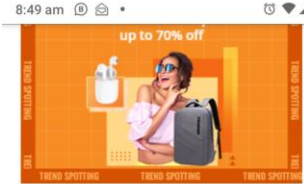| Client	TECH UNITE AFRICA 2022
Campaign Goal	Promoting awareness and activity towards the event and utilization of QR codes for the Event
Demographics	Ages 21- 55
Duration	16 Weeks
Impressions Ad Video + Views	19,135,523
Budget	Media Benefits worth $5,000+
Results/Comments	Sold out the 150 allocated tickets for the event plus prominent mentions in the press of the event

Award Shows and Events

Client	December is a Vybe
Campaign Goal	Promoting awareness and activity towards the December concert
Demographics	Ages 18- 45
Duration	2 Weeks
Impressions	3,950,452
Clicks	34,047
CTR	0.86
Results/Comments	Pushed the campaign to achieve almost a 1% CTR with high engagement from it's target demographic
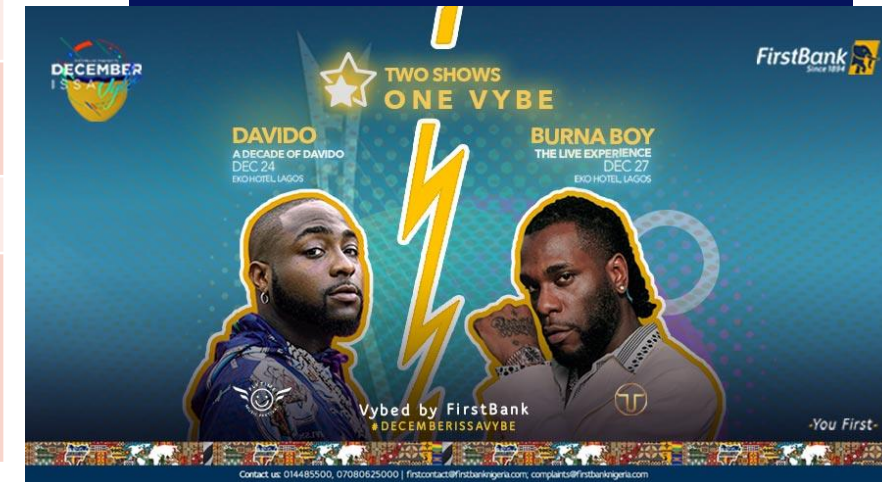
Crypto/GiftCard

Client	BlockFinex
Campaign Goal	Targeting crypto enthusiasts looking to trade crypto securely
Demographics	Ages 21- 45
Duration	2 Months
Impressions	8,279,335
Clicks	70,664
CTR	0.85
Results/Comments	Increased and improved company visibility, Brand equity and user engagement

It is proven by data analysis that approx 50% of the transactions happen on the Facebook platform as billions of people use this app internationally as well. As this platform is comfortable for many people because they trust this website for security and creativity.

2. Mercari:-

It is the mobile selling app that is used to sell your stuff online without meeting people to sell or buy your products. If you do not want to go out to hustle for your products then Mercury supports you in the best way.

You just need to click some pictures from your phone

Crypto/GiftCard

Client	CardVest NG
Campaign Goal	Targeting crypto enthusiasts looking to trade crypto securely
Demographics	Ages 18- 45
Duration	Ongoing
Impressions	17,772,642 +
Clicks	22,356+
Install Rate	Up to 298+ daily
Results/Comments	Increased brand awareness yet still achieving a high amount of daily installs based on budget.
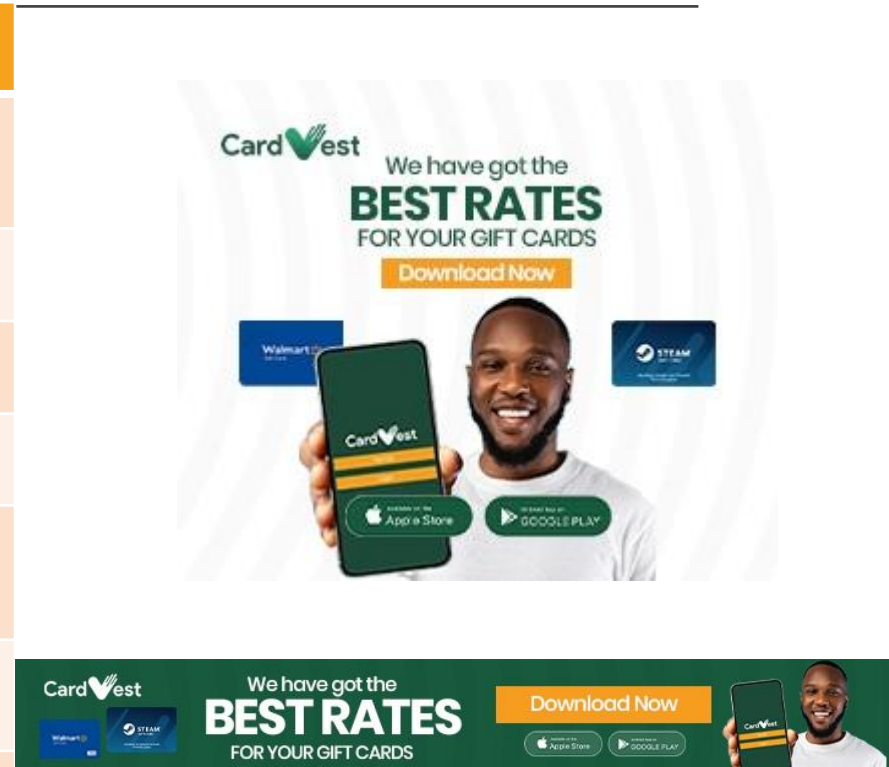
Crypto/GiftCard

Client	Apex Network
Campaign Goal	Aiming at a crypto centric market looking to invest and gain bitcoin daily
Demographics	Ages 18- 33
Duration	Ongoing
Impressions	54,866,937
Clicks	18,272
CTR	0.44
Results/Comments	Gave needed exposure to the brand, 300% increase in user engagement etc.

Convert Bitcoin to Naira in 3 Clicks
Sign Up Now

sell bitcoin for as high as ₦550/$1
Get Started
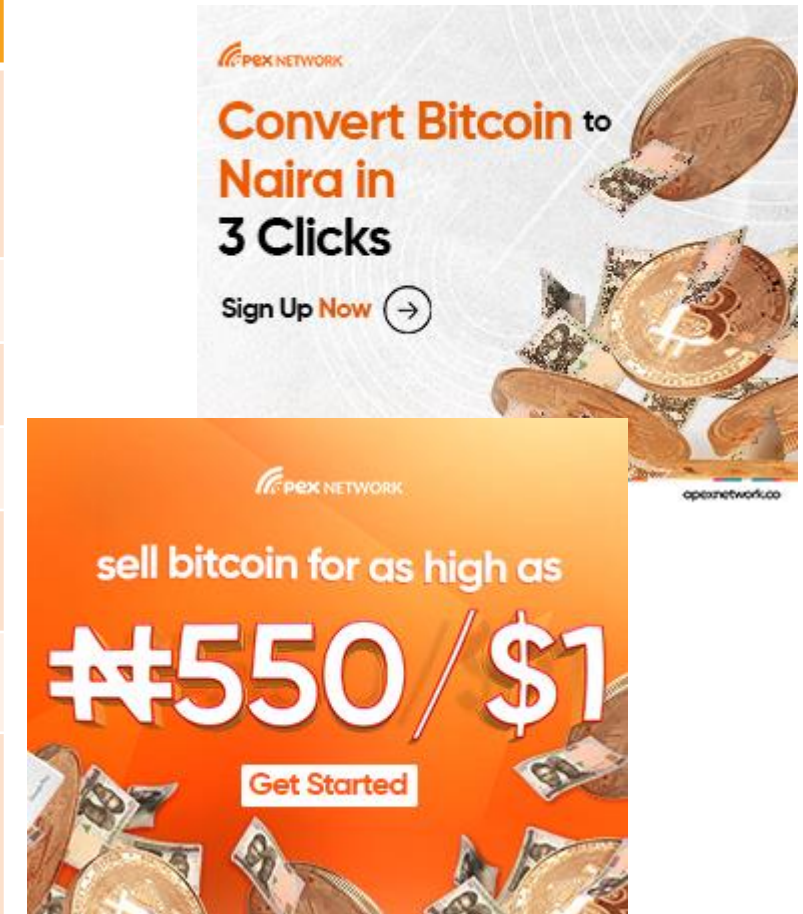
Crypto/GiftCard

Client	Pandar
Campaign Goal	App Installs via OEM pushes from Phone manufacturers
Demographics	Ages 18- 35
Duration	5 weeks
Installs	11,000+
Install rate	330+ daily
Results/Comments	Increase install rates as well as prominent feature in OEM app stores etc

Crypto/GiftCard

Client	Seki App
Campaign Goal	Brand awareness leading to future downloads for the app
Demographics	Ages 21- 45
Duration	4 week
Impressions	2,568,056
eViewability ratio	78.9%
Clicks	12,873
Results/Comments	Brand positioning improvement, feedback on items and issues with user experience which lead to changes and UX improvements.
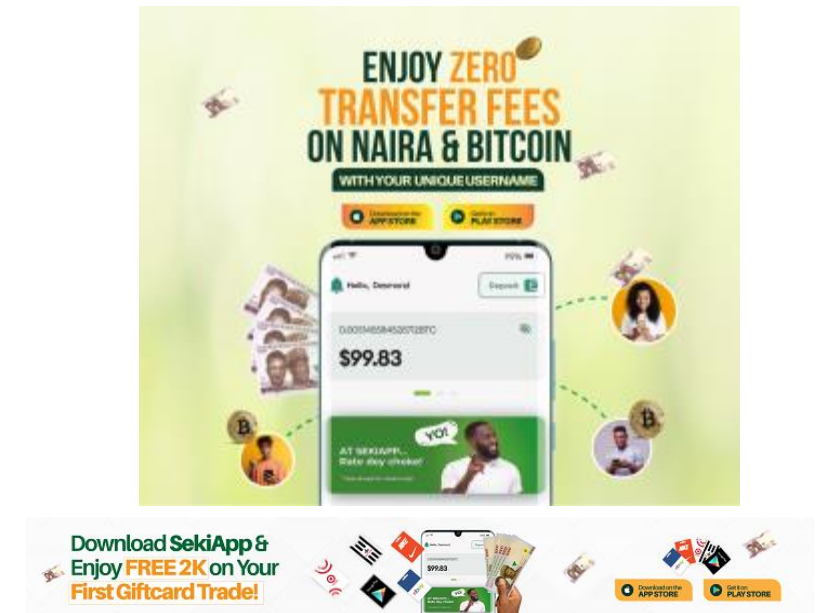
Betting/Gaming

Client	1xBET
Campaign Goal	Targeting betting clients with emphasis and direction towards registrations
Demographics	Ages 18- 55
Duration	On-going
Impressions	4,526,644+
Clicks	2,209
Results/Comments	Increased and improved company visibility, Over 4m impressions served in it's first 5 days, Currently working as an ongoing partner.
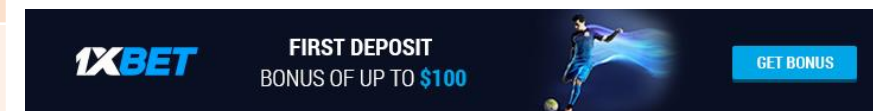
Betting/Gaming

Client	Mozzart Bet
Campaign Goal	Targeting the Gaming demographic beyond Football into other sports and more
Demographics	Ages 18- 35
Duration	Ongoing, (30-day result period)
Impressions	26,277,509
Clicks	43,176
Results/Comments	Delivered over 45% of the expected amount of impressions, delivered a daily 30+ conversion rate and more.

Betting/Gaming

| Client	MSport
Campaign Goal	Targeting betting clients with emphasis and direction towards registrations
Demographics	Ages 18- 55
Duration	On-going (First 3 weeks)
Impressions	8,241,464
Clicks	19,702
Results/Comments	Deployed campaign over 3 OEM's plus 8m+ Impressions to boot. Also deployed Dynamic Creatives as well.

Betting/Gaming

| Client	Yanga Games
Campaign Goal	Targeting gaming and punting demographic with an aim at awareness, engagement and retention
Demographics	Ages 18- 55
Duration	On-going
Impressions	13,827,677
Clicks	21,060
Results/Comments	Exceeded campaign aim of 8m impressions and scaled the online interactions over 55%

Betting/Gaming

Client	Lucky Bet
Campaign Goal	Targeting gaming and punting demographic with an aim at awareness, engagement and retention
Demographics	Ages 18- 35
Duration	On-going
Impressions	17,126,329
Clicks	51,343
Results/Comments	Became the top traffic source for the site, delivered 39%+ in projected impressions and clicks + Signups
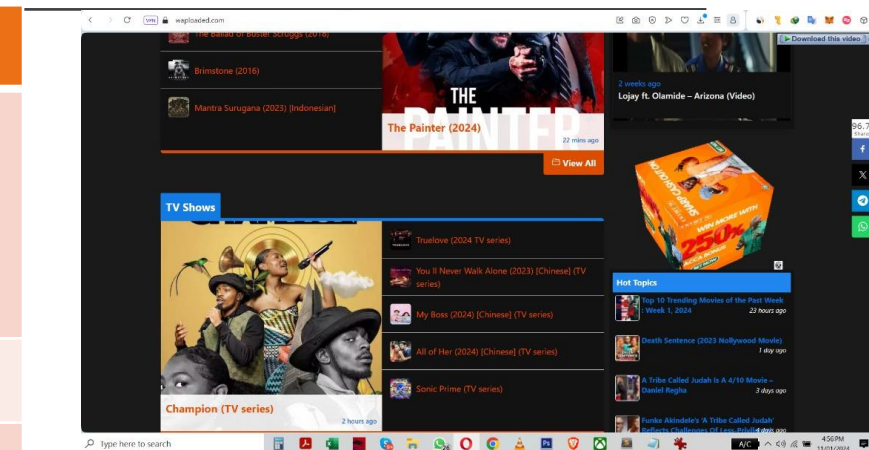
Betting/Gaming

| Client	Frapapa
Campaign Goal	Targeting betting clients for the platform with an emphasis on Euro 2020
Demographics	Ages 18- 55
Duration	2 Weeks
Impressions	6,849,505
Clicks	36,009
CTR	0.52
Results/Comments	Increased and improved company visibility, Over 1200+ registrations, Brand equity and user engagement
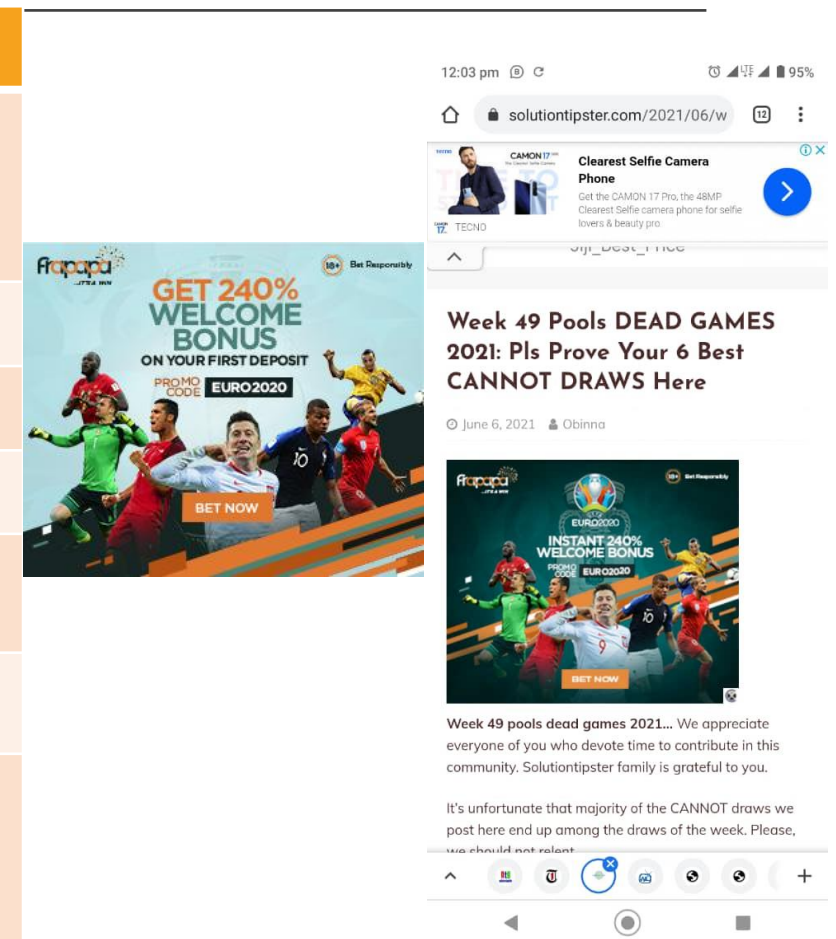
Betting/Gaming

| Client	VULKAN (RU)
Campaign Goal	Targeting gaming and casino audience with an intent on converting them via freebies
Demographics	Ages 18- 65
Duration	2Months
Impressions	16,642,007
Clicks	146,104
CTR	0.877
Results/Comments	Increased and improved company visibility, Over 3000 games played, Brand equity and user engagement

Free games on Vulkan!

Get over 12 games and more on the Vulkan pl...

Join Now

Gaming/Lottery

Client	PlayHome Win
Campaign Goal	Targeting a wide plethora of individuals who look to win homes etc.
Demographics	Ages 18- 55+
Duration	2 Months (Monthly Campaign)
Impressions	4,974,916
Clicks	5,505
Results/Comments	Increased Web traffic, registrations and lottery users.
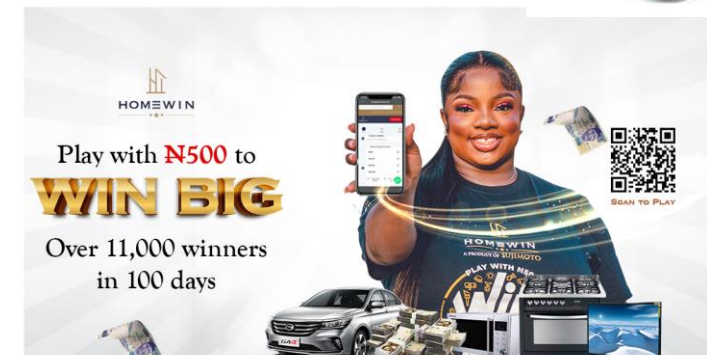
Agriculture and Agri-Finance

Client	Farm4me
Campaign Goal	Targeting agri-investors, farmers and agri-enthusiast
Demographics	Ages 24- 50
Duration	1 Month (Monthly Campaign)
Impressions	6,565,924
Clicks	19,525
CTR	0.29
Results/Comments	Increased and improved user registration base as well as 12.5% monthly improvement in such
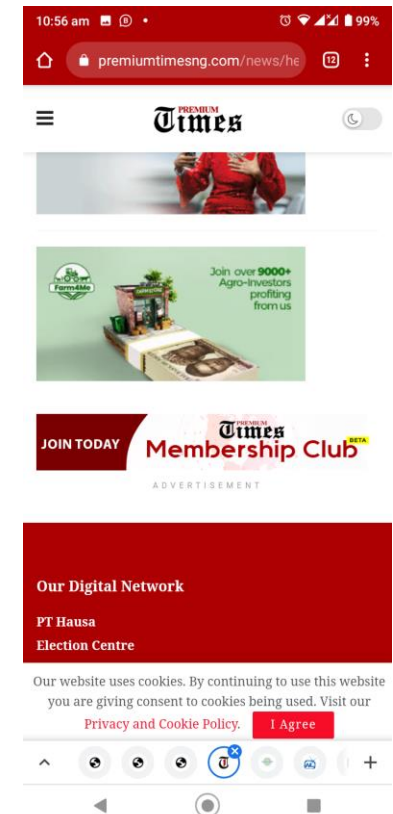
Music and Entertainment

Client	AcebergTM – EP Launch
Campaign Goal	Targeting young listeners on Apple Music, Apple Store etc.
Demographics	Ages 18- 35
Duration	1 Month
Impressions	5,855,020
Clicks	46,170
CTR	0.788
Results/Comments	Increased user listens from the Danca single and EP- Away from Home. 30,000+ streams.