



# Case Study

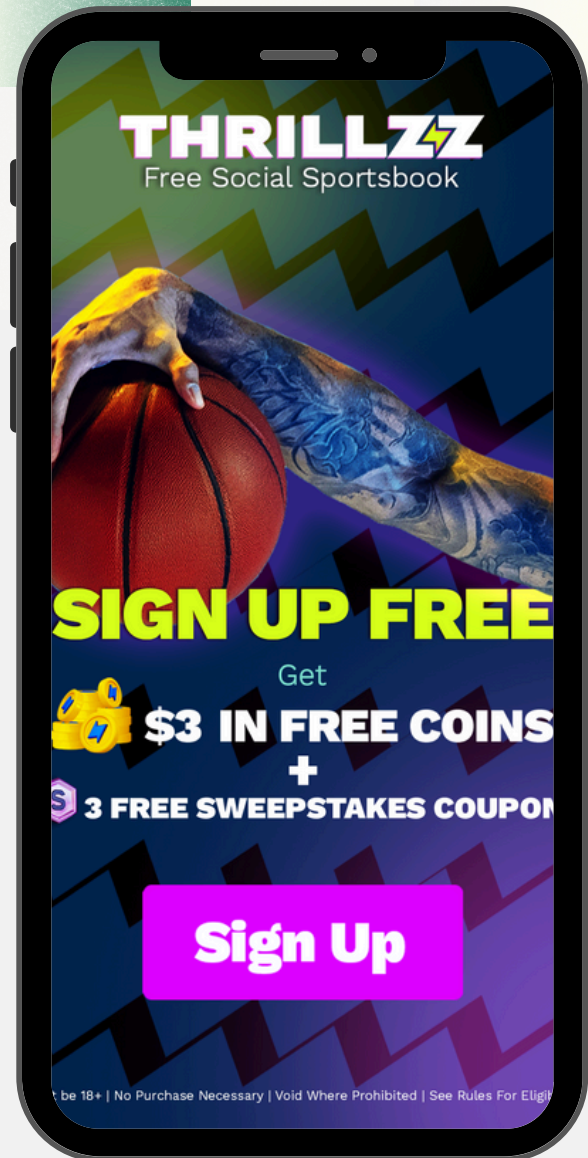
## Sports Betting App

Thrillzz partnered with Z2A Digital to scale app installs and boost first-time deposits through cost-efficient campaigns.

**+42% Non-Organic Installs Growth Yearly**  
**+\$100K Revenue Generated**  
**ARPU Averaging \$100**

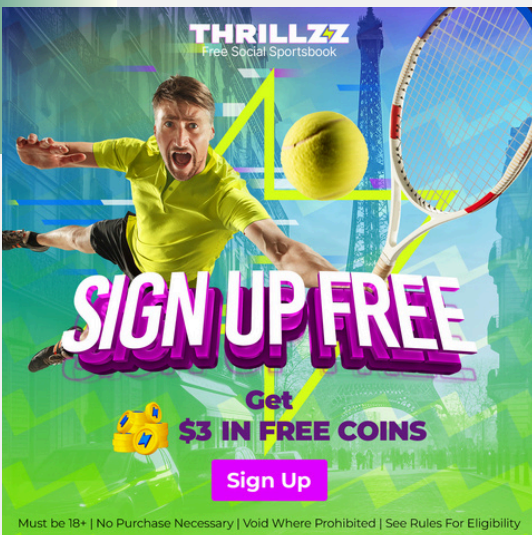
### CLIENT'S VISION

Attract new users, encouraging them to make free predictions, before transitioning to first-time deposits. The goal was to reduce acquisition costs while driving sustainable revenue and building a loyal user base within the U.S. market.



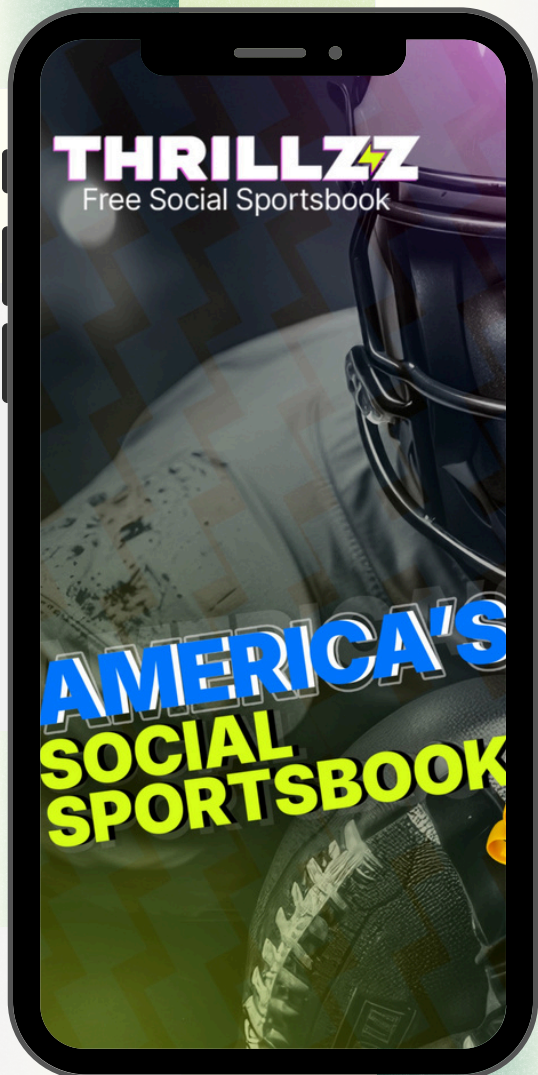
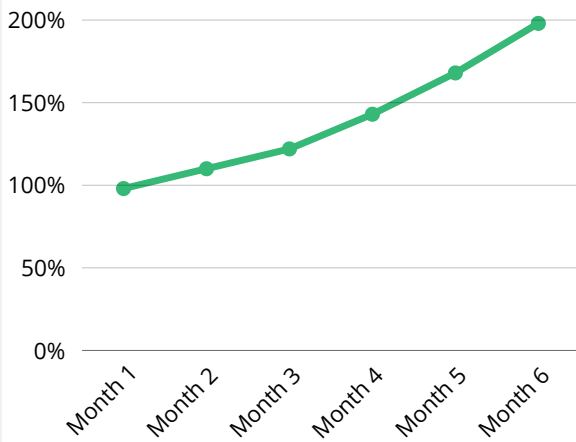
### CHALLENGES

As a free-to-play app targeting an 18+ audience, Thrillzz faced challenges in finding 18+ years old channels, therefore excluding main social media channels. The campaigns needed to maintain cost efficiency with a \$100 CPA for DSP & Affiliate Channels, and \$10 CPI for X.



## AT A GLANCE

RETURN ON AD SPEND\*



## Z2A'S APPROACH

### Dynamic Creatives

Used a range of tailored creatives, including banners, videos, and native ads, designed to highlight social competition features and free-to-play sweepstakes gaming.

### Cost-Effective Channel Mix

Expanded campaigns to DSPs and affiliate channels, optimizing for CPA and CPI while maintaining engagement.

### Event-Driven Performance

Targeted app installs, free gameplay engagement, and first-time deposits, aligning campaigns with sports seasons and popular events for maximum impact.

### Fraud Prevention & State Targeting

Leveraged proprietary tracking technology to minimize fraud and execute precise state targeting, ensuring compliance and audience relevance.

## RESULTS

### JAN 2024 - CURRENT

- +42% Growth in Non-Organic Installs.
- +\$100K Revenue Generated.
- ARPU Averaging \$100.
- -50% in CPA and -32% in CPI.