DMG Case study: Buongiorno

Challenge

Buongiorno is known in the worldwide mobile commerce ecosystem for developing and managing paid apps and services that help consumers get greater enjoyment from mobile devices. In 10 years, Buongiorno has grown to become global leader at the heart of the mobile internet revolution.

In France where the competition in the mobile content industry is fierce the cost of media is relatively high, Boungiorno wanted to increase the quality of clicks to boost conversion rates increasing ad effectiveness and profitability.

The Solution

Using Traffiliate for Mobile, DMG aggregated information from multiple platforms and traffic sources to review all campaign parameters including carriers, OS, device made and model, publishers, creative, browser etc.

Based on the results they decided to exclude from the campaign devices that bring low performing traffic while adding new publishers to increase the quantity of high performing clicks.

In addition they used advanced user profiling and conversion tracking to automatically serve the landing page most likely to result in a conversion for every user in every campaign.

DSNR Media Group

Results

- Conversion rate increased by 80% and amount of subscribers increased by 150%

- Campaign expanded from 2 to 4 products

- Successfully increased both revenues and profitability

"We are very pleased with the partnership that we have developed together with DMG, and with the close cooperation between our two dedicated professional teams. Our campaign results continue to improve, and we have expanded our activities - running more offers. The combination of our ongoing collaboration - and the use of DMG's optimization platform, Traffiliate for Mobile - has maximized our bottom line".

- Fabienne Lefebvre, Head of B2C, Buongiorno