



Gadmobe: Micro-Optimization System on DMG

Brief

DSNR Media ([DMG](#)) is a global performance ad-network serving advertisers, agencies and publishers. DMG offers a full cross-channel solution, in Display, Mobile, Social, Video and Apps.

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

Technology

Gadmobe: Micro-Optimization System aggregates each impressions, clicks and conversions data to review all targeting parameters including carriers, OS, device model, brand, publishers, creative, landing etc. Based on the results, the system will exclude any attributes that bring low performing traffic while adding new ones to increase the quantity of high performing clicks. In addition, the system also utilizes advanced user profiling to automatically serve the most appropriate creative and landing to maximize the conversion for every campaign.

Implementation

DMG ran a trial campaign for 1 week in order for Gadmobe to build a coherent and centralized profile of the campaign through aggregating performance data. This produces a unified report that enabled Gadmobe to identify the poorer performing attributes. The Micro-Optimization System then concluded resulting the following actions.

1. Relocating spending among high and low performing publishers
2. Removal of non-performing carriers
3. Applying dayparting strategy according to conversion events

Performance

1 week after the Micro-Optimization was initiated, the cost per conversion was reduced significantly. DMG was satisfied with the performance and a higher budget was assigned to scale up the campaign.

- Boosted conversion rates from 2.35% to 10.04%
- Reduced cost per conversion by 23.4%
- Increased campaign budget by 10 times

The same approach was applied to new campaigns as DMG expands to new markets. With Gadmobe collaboration, DMG is able to increase its ad effectiveness.