2.6M **User Base, Google Play**

Background

Dzengi.com

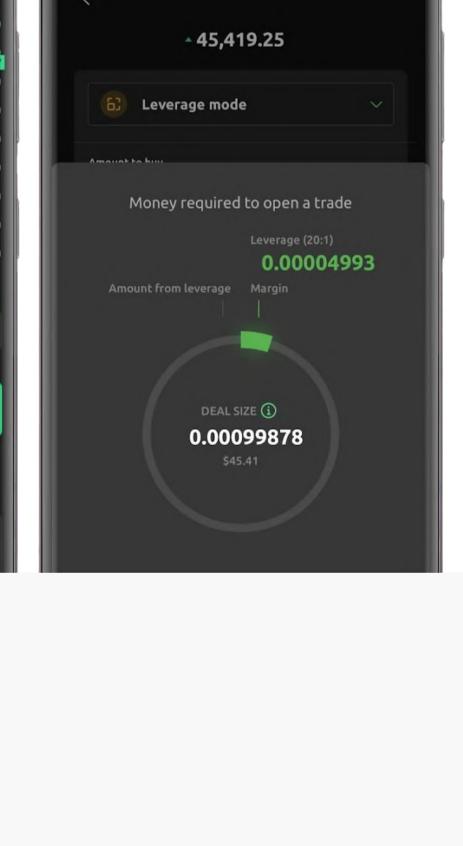
The Dzengi.com mobile app provides an engaging trading experience thanks to its intuitive and easy-to-use interface. You can get

a full desktop trading experience in the palm

of your hand, making it the perfect companion to the web platform. It is quick and easy to open a free account, allowing you to buy tokenized assets with ease. Invest in tokenized shares, government bonds, indices, and commodities on an easy-to-use trading platform.

6M SELL 1 933,27 1 932,97 Price range -0,03% --0,59 Daily Weekly Monthly

Gold



Google Play

AdQuantum

Scale the number of FTDs (First time deposits) and new accounts created

Goals

in the BY GEO Try out different traffic sources such as Google

Acquire new paying users worldwide, but mostly

- Universal App Campaigns, Google Search, Google Display Network, Unity Ads Produce top-performing creatives

Work with the most relevant traffic on Google Search Promote the app on Google UAC Analyze CPA Scale results gradually

Stratecy/

Produce localized creatives

In order to meet the requirements, performance was assessed using metrics such as CPA and CR

Registration -> Deposit. The primary objective remained to acquire unique registration events at the

lowest cost while maintaining favorable conversion rates throughout the funnel. Therefore, the registration

- **Traffic sources:** — UAC, Search, Display Network **unity** ADS

User Acquisition

event was selected as the central one for this case study.

Case Study period: October 2023 - March 2024



2023-11-01

30,000

20,000

10,000



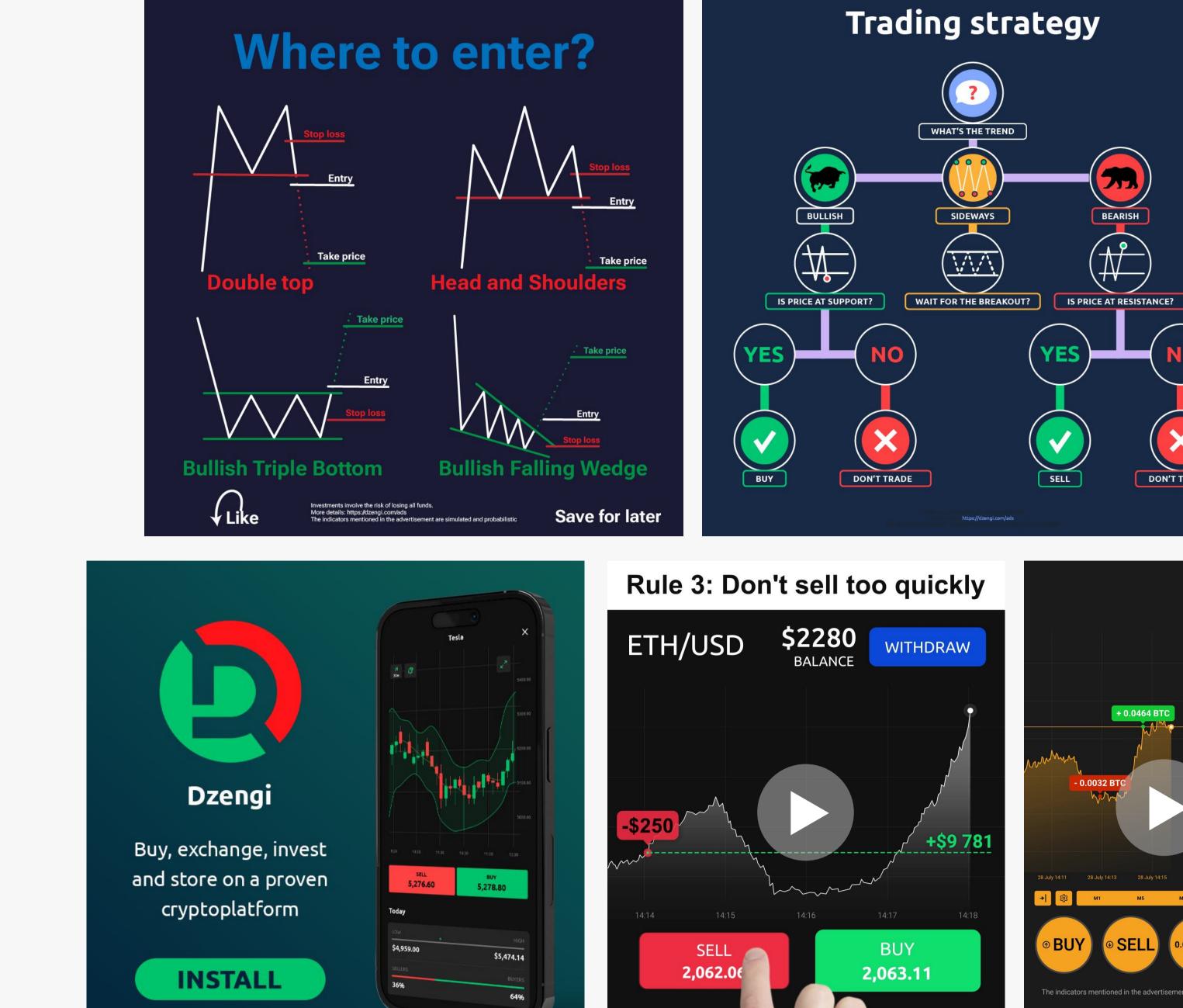
2024-01-01

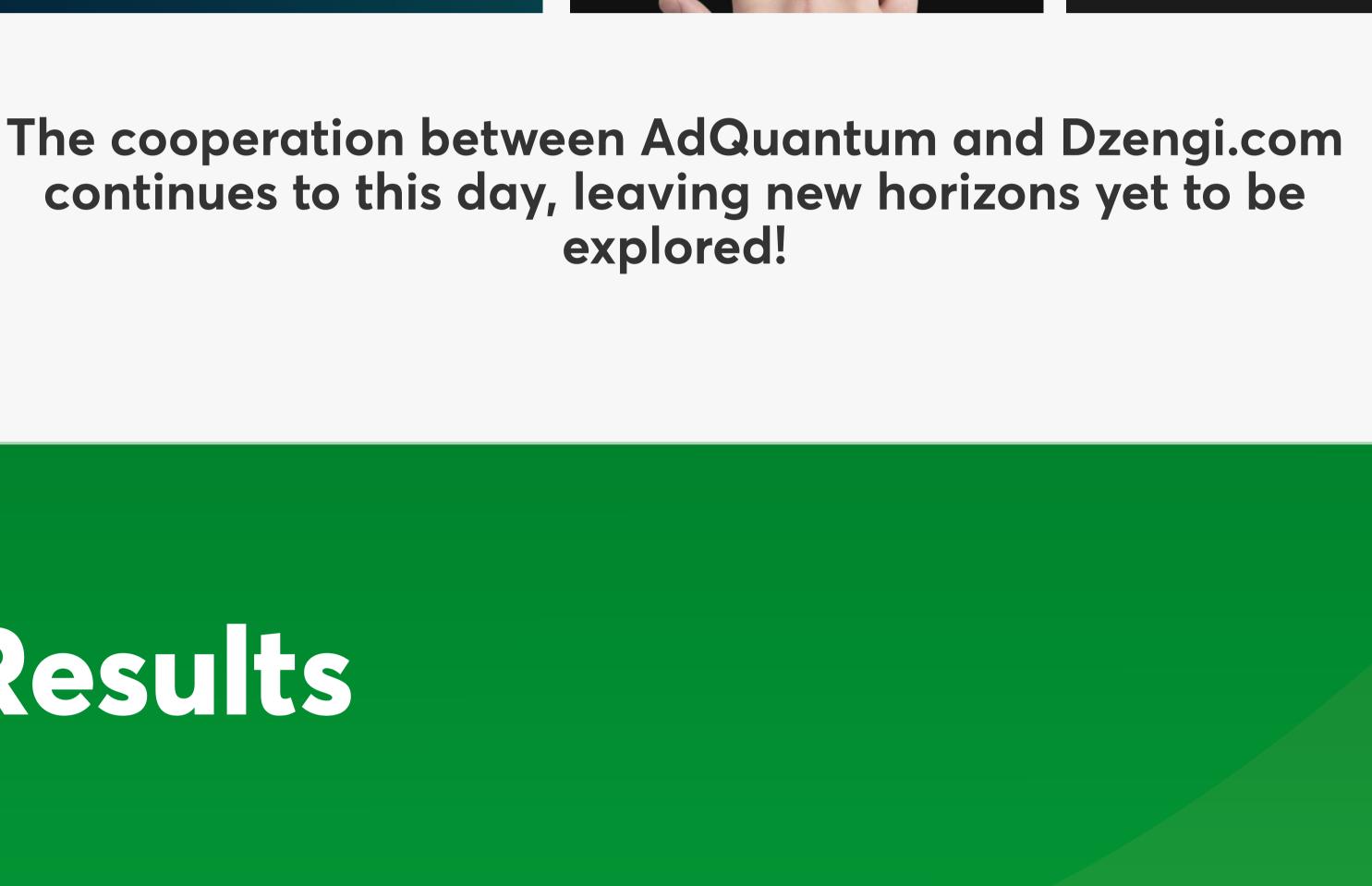
2024-03-01

Creatives

As always, AdQuantum used creative production resources to enhance performance. We

produced static banners and video creatives, along with the end cards for Unity Ads.





first time deposits

Source: Google UAC, GEO: BY

ted and probabilistic

BTCUSD

⊕ SELL

0.0793 BTC

* October 2023 - March 2024

Results

Over 38,000°

registrations

Source: Google Search, GEO: Worldwide

Do you have a mobile app on alpha or later stages? We have investments, marketing resources

Contact us!

and extensive expertise in app promotion. You too can increase your profit. Talk to one of our specialists at AdQuantum.

Get started