

PPC Case Study

TEZ888

User Registrations **Increased by 750%**
and FTDs **Increased by 75%**

Introduction

This case study highlights the successful PPC marketing campaign conducted by Digital Astitva for Tez888, a leading online sports betting platform. The objective was to increase First-Time Depositors (FTDs) while effectively allocating the campaign budget and driving successful signup/registrations.

Digital Astitva, a specialized digital marketing agency in gambling & sports betting industry has optimized Tez888's advertising campaigns, boosting visibility, visitor engagement, and business growth. The collaboration between Digital Astitva and Tez888 played a crucial role in achieving remarkable results and maximizing return on investment (ROI).

About Client

Tez888 is the world's leading online sports betting and casino gaming platform that aims at offering an authentic, immersive and seamless gaming experience to its players. There are more than 30 sports to choose from in total for sportsbook and exchange, which include cricket (IPL, CPL, PSL, World Cup), soccer, basketball, tennis, boxing, and many more.

Players can play live casino on Tez888 with live dealers dealing all games including Roulette, Blackjack, Teen Patti, Andar Bahar, Poker, Slots and more. Tez888 is a trusted casino and offers fast deposits and withdrawals with round the clock support on email and live chat. All new players at Tez888 are offered a generous welcome bonus on their first deposit.

Objective

The primary objectives of PPC marketing campaign were as follows:

- Drive successful conversions and enhance user engagement
- Increase the number of First-Time Depositors (FTDs)
- Optimize budget allocation to maximize ROI
- Ensure compliance with ad approval guidelines to maintain uninterrupted campaign performance

Challenges

Intense Competition:

The online sports betting industry is highly competitive, with numerous platforms vying for customer attention. Standing out and attracting potential bettors presented a significant challenge for Tez888.

Compliance with Ad Approval:

Ad platforms have strict guidelines, especially in the gambling industry, which can pose challenges in terms of ad approval and compliance.

Ad Account Suspension:

The gambling industry faces stringent regulations and policies, making it prone to ad account suspensions on various advertising platforms. Tez888 encountered challenges in maintaining ad account approval and avoiding suspension.

Compliance with Policies:

Ad platforms have strict policies regarding gambling-related content, including age restrictions, ad copy guidelines, and responsible gambling requirements. Ensuring compliance with these policies while effectively promoting Tez888's services posed a significant challenge.

Solutions

a. Compliance with Ad Guidelines: Ad copies and landing pages were designed to comply with ad platform guidelines, ensuring consistent ad approval. Regular monitoring and updates were performed to maintain compliance.

b. Compelling Ad Copies and Design: Engaging and persuasive ad copies were crafted, highlighting Tez888's unique selling points. Attention-grabbing designs and compelling visuals were used to stand out among competitors.

c. Landing Page Optimization: Dedicated landing pages were created, providing a seamless user experience and compelling CTAs. A/B testing was conducted to optimize landing page performance and increase registrations/FTDs.

d. Ongoing Campaign Optimization: Continuous monitoring of campaign performance allowed for timely adjustments, such as bid management, keywords optimization and optimizing ad demographic & scheduling. This ensured the campaign remained effective and cost-efficient.

Results











Tez888's PPC campaign produced significant results in driving FTDs and registrations:

- a. Increased First-Time Depositors:** The strategic solutions implemented led to a significant increase in First-Time Depositors for Tez888, expanding their user base and revenue.
- b. Cost-Effective Registrations:** The campaign optimization and targeted approach resulted in high registration rates at a reasonable cost per acquisition (CPA), maximizing the campaign's budget allocation.
- c. Improved ROI:** The successful implementation of the solutions contributed to an overall increase in the return on investment (ROI) for Tez888 marketing efforts.

Campaign Screenshot : Dec 2023

Campaigns		Custom		1 - 31 Dec 2023		Show last 30 days									
Add filter		Search		Segment		Columns		Reports		Download		Expand		More	
<input type="checkbox"/>	Campaign	Budget	Status	Impr.	Clicks	↓ Cost	CTR	Avg. CPC							
<input type="checkbox"/>	● Tez - Competitors	₹60,000.00/day	Eligible	366,930	67,509	₹1,819,486.11	18.40%	₹26.95							
<input type="checkbox"/>	● Tez - Generic	₹50,000.00/day	Eligible	587,421	82,580	₹1,784,825.15	14.06%	₹21.61							
<input type="checkbox"/>	● Tez - Branded	₹25,000.00/day	Eligible	12,053	3,308	₹120,838.65	27.45%	₹36.53							
Total: All enabled campaigns i...				966,404	153,397	₹3,725,149.91	15.87%	₹24.28							
✓	Total: Account	₹276,250.00/day		966,404	153,397	₹3,725,149.91	15.87%	₹24.28							

Campaign Screenshot : Jan 2024

Campaigns		Custom	1 - 31 Jan 2024	<	>	Show last 30 days			
<input type="checkbox"/>	<input type="checkbox"/>	Campaign	Budget	Status	Impr.	Clicks	↓ Cost	CTR	Avg. CPC
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Tez - Generic	₹150,000.00/day 	Eligible	1,072,306	164,299	₹3,969,527.87	15.32%	₹24.16
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Tez - Competitors	₹60,000.00/day 	Eligible	483,324	89,591	₹1,791,101.81	18.54%	₹19.99
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Tez - Branded	₹25,000.00/day 	Eligible	39,748	14,126	₹291,190.03	35.54%	₹20.61
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Tez - Games	₹85,000.00/day 	Eligible	46,923	8,425	₹212,590.85	17.95%	₹25.23
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Tez Sports	₹56,250.00/day 	Eligible	37,507	4,090	₹120,027.04	10.90%	₹29.35
		Total: All enabled campaigns i...			1,679,808	280,531	₹6,384,437.60	16.70%	₹22.76
<input checked="" type="checkbox"/>	Total: Account		₹376,250.00/day		1,679,808	280,531	₹6,384,437.60	16.70%	₹22.76











Campaign Screenshot : Feb 2024

Campaigns		Custom	1 - 29 Feb 2024	<	>	Show last 30 days		
+ Add filter		Search	Segment	Columns	Reports	Download	Expand	More
<input type="checkbox"/>	Campaign	Budget	Status	Impr.	Clicks	↓ Cost	CTR	Avg. CPC
<input type="checkbox"/>	Tez - Competitors	₹60,000.00/day	Eligible	513,143	78,656	₹1,759,765.88	15.33%	₹22.37
<input type="checkbox"/>	Tez - Generic	₹50,000.00/day	Eligible	68,495	13,732	₹1,756,952.81	20.05%	₹127.95
<input type="checkbox"/>	Tez - Games	₹85,000.00/day	Eligible	134,325	32,233	₹1,670,307.99	24.00%	₹51.82
<input type="checkbox"/>	Tez Sports	₹56,250.00/day	Eligible	217,554	24,117	₹1,138,176.91	11.09%	₹47.19
<input type="checkbox"/>	Tez - Branded	₹25,000.00/day	Eligible	38,434	17,078	₹192,275.01	44.43%	₹11.26
Total: All enabled campaigns i...				971,951	165,816	₹6,517,478.60	17.06%	₹39.31
✓	Total: Account	₹276,250.00/day		971,951	165,816	₹6,517,478.60	17.06%	₹39.31

Campaign Screenshot : Mar 2024

Campaigns		Custom	1 - 31 Mar 2024	<	>	Show last 30 days				
<input type="checkbox"/>	<input type="checkbox"/>	Add filter	Search	Segment	Columns	Reports	Download	Expand	More	▼
<input type="checkbox"/>	●	Campaign	Budget	Status	Impr.	↓ Clicks	Cost	CTR	Avg. CPC	
<input type="checkbox"/>	●	Tez - Competitors	₹100,000.00/day	Eligible	1,055,907	151,387	₹3,400,923.02	14.34%	₹22.47	
<input type="checkbox"/>	●	Tez Sports	₹156,250.00/day	Eligible	416,604	53,239	₹2,073,984.39	12.78%	₹38.96	
<input type="checkbox"/>	●	Tez - Generic	₹150,000.00/day	Eligible	229,551	37,082	₹2,655,831.89	16.15%	₹71.62	
<input type="checkbox"/>	●	Tez - Games	₹85,000.00/day	Eligible	136,760	36,801	₹2,060,421.71	26.91%	₹55.99	
<input type="checkbox"/>	●	Tez - Branded	₹25,000.00/day	Eligible	68,483	35,048	₹347,253.06	51.18%	₹9.91	
Total: All enabled campaigns i...					1,907,305	313,557	₹10,538,414.07	16.44%	₹33.61	
<input checked="" type="checkbox"/>		Total: Account	₹516,250.00/day		1,907,305	313,557	₹10,538,414.07	16.44%	₹33.61	

Campaign Screenshot : Apr 2024

Campaigns		Custom	1 - 30 Apr 2024	<	>	Show last 30 days			
<input type="checkbox"/>	<input type="radio"/>	Campaign	Budget	Status	Impr.	Clicks	↓ Cost	CTR	Avg. CPC
<input type="checkbox"/>	<input checked="" type="radio"/>	 Tez - Generic	₹150,000.00/day 	Eligible	1,445,224	164,189	₹4,729,770.82	11.36%	₹28.81
<input type="checkbox"/>	<input checked="" type="radio"/>	 Tez - Games	₹85,000.00/day 	Eligible	90,262	29,812	₹2,089,169.31	33.03%	₹70.08
<input type="checkbox"/>	<input checked="" type="radio"/>	 Tez - Competitors	₹100,000.00/day 	Eligible	511,913	77,857	₹1,936,945.44	15.21%	₹24.88
<input type="checkbox"/>	<input checked="" type="radio"/>	 Tez - Branded	₹25,000.00/day 	Eligible	83,535	43,274	₹519,936.86	51.80%	₹12.01
<input type="checkbox"/>	<input checked="" type="radio"/>	 Tez Sports	₹156,250.00/day 	Eligible	48,078	6,622	₹221,945.48	13.77%	₹33.52
		Total: All enabled campaigns i...			2,179,012	321,754	₹9,497,767.91	14.77%	₹29.52
<input checked="" type="checkbox"/>		Total: Account	₹516,250.00/day		2,179,012	321,754	₹9,497,767.91	14.77%	₹29.52

Conclusion

Tez888's PPC marketing success fueled accelerated growth, higher rankings, and a thriving player community. Leveraging Digital Astitva PPC marketing strategies, Tez888 established a distinct identity in the gambling industry.

Embracing data-driven insights, Tez888 solidified its leadership, attracting numerous First-Time Depositors (FTDs), and climbing search engine rankings. This achievement underscores their unwavering dedication to delivering exceptional gaming experiences.



DIGITAL

ASTITVA

Thank You

<https://digitalastitva.com>



Our Address

C/130/442, Geeta Vatika Shahpur,
Uttar Pradesh, 273006, India



Email & Phone

info@digitalastitva.com
+91 728-993-9809