

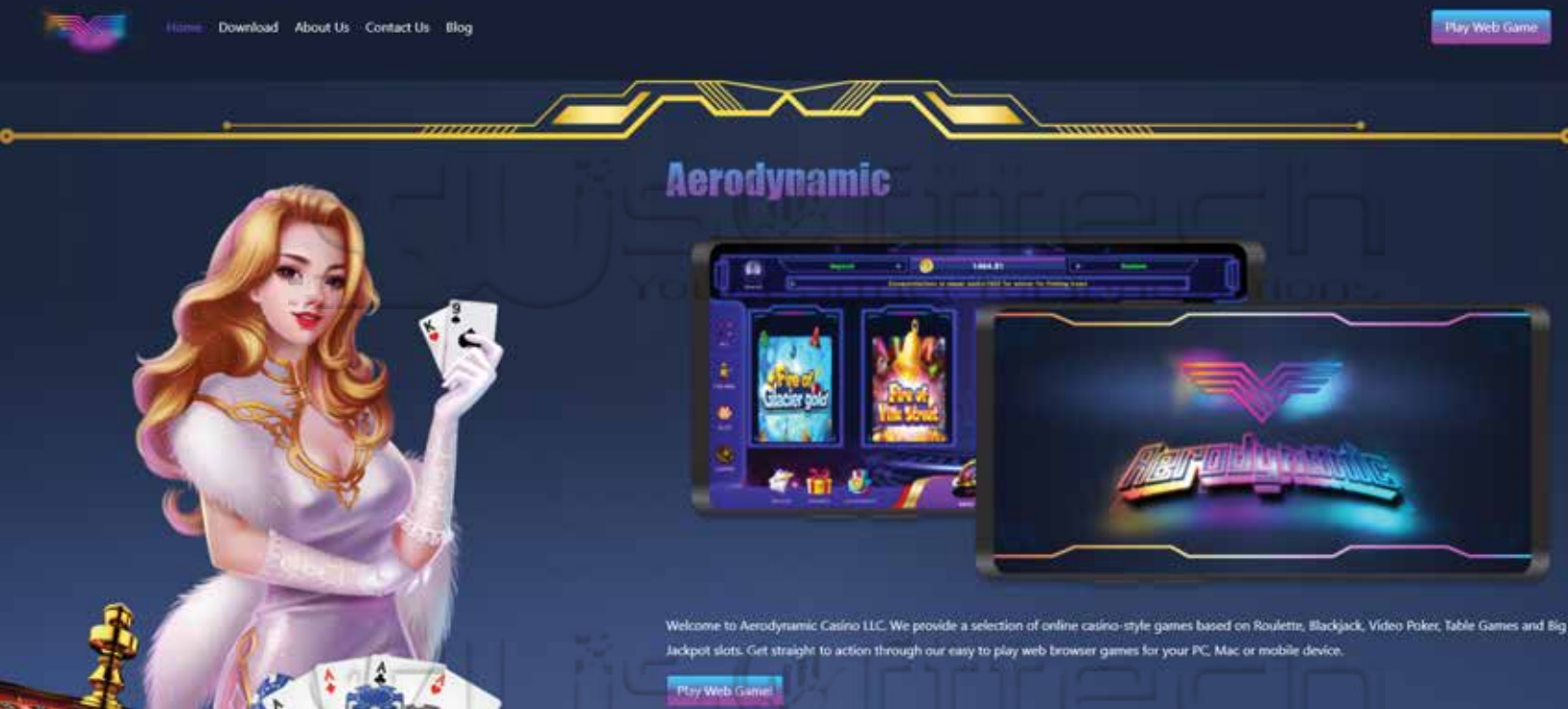


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# CASE STUDY

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# case study



## SEE HOW WE INCREASED THE NUMBER OF REGISTRATIONS AND ENGAGED USERS TO THE PLATFORM TO PLAY

Aerodynamic Casino LLC. is a dynamic and innovative online casino game provider dedicated to delivering top-tier entertainment to players around the world. With a team of passionate developers, designers, and gaming enthusiasts, they've crafted a platform that's not just about winning but also about having a blast while you play.

They provide a selection of online casino-style games based on Roulette, Blackjack, Video Poker, Table Games, and Big Jackpot slots. Gamers can choose from a wide selection of games on their platform, all of which are created to provide heart-pounding action and the thrill of tremendous wins.



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## CHALLENGES AND THEIR IMPACTS

- **Increasing User Signups:**

**Problem:** Gaming platforms aim to attract more users, increase signups, and encourage longer engagement from players. Aerodynamic, like many gaming platforms, faced the challenge of attracting new users and retaining them for longer periods.

**Impact:** Low user signups lead to a stagnant player base, limiting growth and reducing potential revenue.

- **Enhancing User Engagement:**

**Problem:** Once players join, keeping them engaged over time is a significant challenge. Without continuous content updates, personalized experiences, and interactive features, players may lose interest and move to competing platforms.

- **User Acquisition Costs:**

**Problem:** Rising costs associated with acquiring new users through marketing and promotional activities.

**Impact:** High user acquisition costs can eat into profit margins, especially if player retention rates are low.



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## STRATEGY & SOLUTION

When Aerodynamic partnered with us, we began with a systematic approach, step by step -

**Step 1 - Analysis** - First, we looked into the different games on Aerodynamic and understood their target audience. Then, we did a thorough analysis of their gaming platform to understand better - what strategies and solutions we need to perform.

### Step 2 - Marketing Campaigns:

- **Signup Ads:** Developed targeted ads to encourage new user registrations, highlighting exclusive benefits and offers.
- **Brand Awareness Campaigns:** Launched campaigns to enhance brand visibility across multiple channels, focusing on their unique gaming experience and offerings.
- **Promotional Banners:** Designed eye-catching banners showcasing promotional offers and bonuses to attract and retain players.
- **Remarketing Campaigns:** Implemented strategic remarketing efforts to reconnect with past visitors and users who showed interest but did not complete signups or purchases.

### Step 3 - Social Media Management (SMM):

- **Creative Content Creation:** Produced engaging and interactive content for social media platforms to foster community engagement and promote user interaction.
- **Trendy Graphics:** Designed visually appealing graphics and videos that resonate with their target audience, emphasizing excitement and the thrill of gaming.

## Social Media Creatives



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## Step 4 - Customer Engagement Strategies:

- **Interactive Polls and Quizzes:** Engaged users through interactive polls and quizzes related to gaming preferences and trends.

## RESULTS -

Off / On	Campaign	Budget	Registrations Completed	Cost per result	Reach	Impressions	Amount spent	Clicks (all)	CPC (all)	CTR (all)
On	SW   Website Conversion   Aerodyna...	\$15.00 Daily	820	\$0.68	4,721	14,290	\$557.98	2,225	\$0.25	15.57%
Results from 1 campaign			820 Total	\$0.68 Per Complete Regi...	4,721 Accounts Center...	14,290 Total	\$557.98 Total spent	2,225 Total	\$0.25 Per Click	15.57% Per Impressions

Registrations Completed	Cost per result
820 [2]	\$0.68 [2] Per Complete Regi...
820 [2] Total	\$0.68 [2] Per Complete Regi...

We boosted the number of users and registrations on this gaming platform after executing a targeted marketing plan. We also reduced the acquisition cost.

- *We successfully completed 820 registrations, showing significant growth in their user base.*
- *Their cost per acquisition was only \$0.68, demonstrating efficient spending and effective targeting.*

By lowering acquisition costs and boosting registrations, Aerodynamic Casino LLC not only expanded its player base but also optimized its marketing efforts to maximize ROI and drive sustained growth in the competitive online gaming industry.



*Thank You*