

SOLVING THE DIGITAL PUZZLE



CASE STUDY 2022

WHO: NFT (Non-Fungible Token) App

CHALLENGE: NFT content creator and NFT collector recruitment into the platform.

SOLUTION: A newly launched NFT app required our expertise to help uncover app downloads associated with media delivery. The challenge was to solve omni-channel attribution across search, display, social, and video. We launched AppsFlyer, a SaaS based mobile attribution platform, to uncover who was downloading the app from various marketing channels and media vehicles to fully measure the effectiveness of campaigns, and where to leverage their marketing dollars and load balance against their marketing channels.



RESULTS: Campaigns consisted of programmatic display, paid social and paid search. This resulted in a 500% increase in total app downloads over the course of a 90 day pilot, which in turn generated a substantial 100% increase in revenue of NFT purchases.

+500% APP DOWNLOADS

+100% NFT SALES

TIME TO GET DIGITAL SOLVED