

# BRANDING & PERFORMANCE PAID CAMPAIGNS 2021 - 2023

## SUMMARY

### THE CHALLENGE

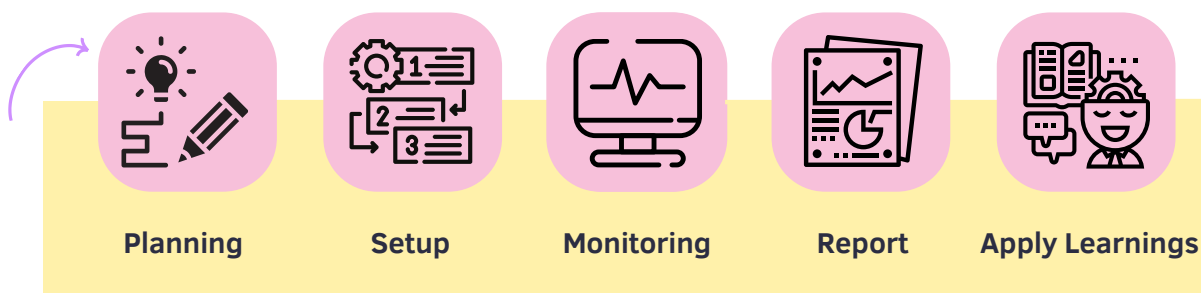
A streaming company wanted to enter the Latin American market. Their intention was to establish a presence across all media platforms, ensuring that the audience wouldn't miss any news about the launch of their application, promotions, and the titles they would unveil.

### PROPOSED SOLUTION

Introducing such a significant brand within a specific timeframe required a dedicated team that divided their efforts across various areas for the launch and subsequent brand recognition and performance. Among the areas where we provided assistance were:

- Programmatic Advertising.
- Google Ads (UAC, Discovery & Search) & Apple Search Ads.
- Paid Social Media (Facebook, Instagram, Tiktok, Twitter, Pinterest & Snapchat).
- Quality Assurance for creatives across all platforms used.

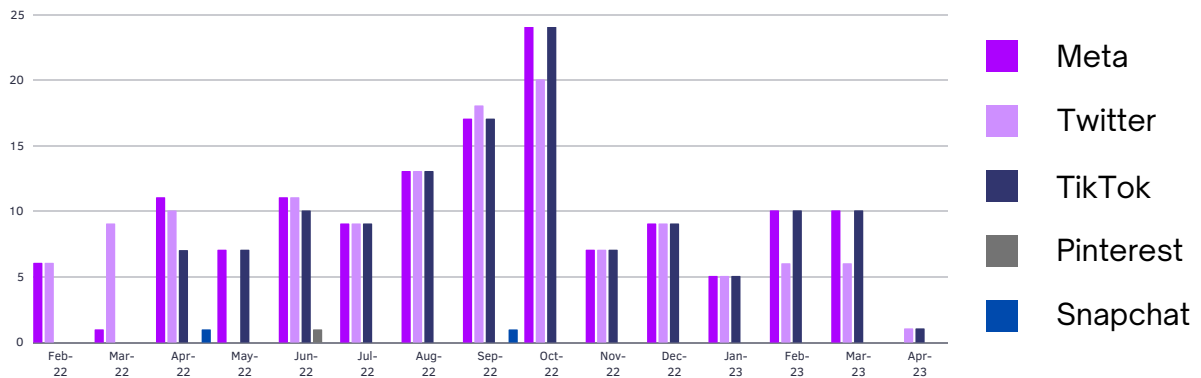
Each area had a unique approach that helped achieve the set KPIs. However, at a high level, all campaigns followed the following crucial X steps:



# RESULTS

## BRANDING

Over a span of 14 months, we meticulously planned, trafficked, and reported on the results of 32 titles across 4 countries. The following graph illustrates the volume of products promoted per series and platform throughout this period.



## PERFORMANCE

To carry out performance-based promotion for the titles, we worked in four key areas.

### Programmatic

- Implementation of an average of 400 creatives per month.
- Coverage across four regions.
- Targeting approximately 60 audiences per month.
- Utilizing static, video, native, and YouTube formats.

### Social

- Implementation of strategies for four regions.

	Meta	Twitter	TikTok	Pinterest	Snapchat
Average monthly ads	+500	+800	+90	+40	+50

## Google Ads & Apple Search Ads

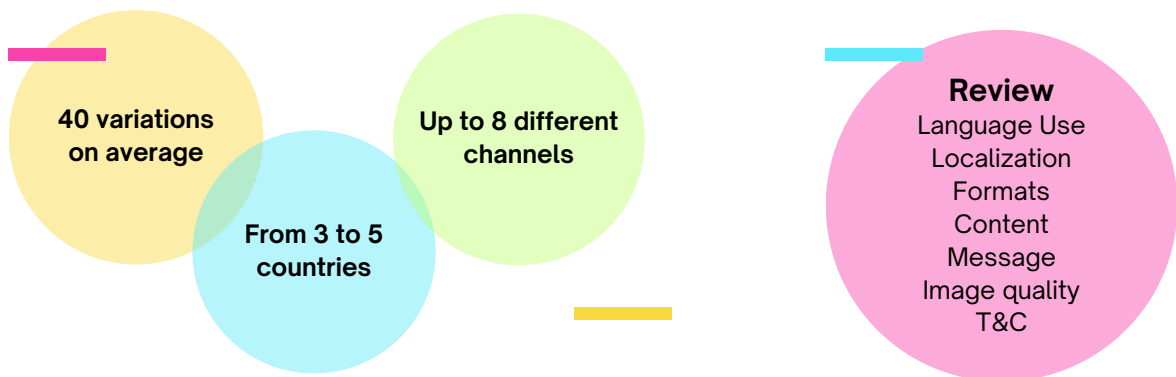
- Translation and localization of campaigns across three different regions.
- Handling an average of 15 monthly campaigns.
- Implementation for UAC, Discovery, and Search Channels.

## Direct

- Implementation and management of up to 10 active partners simultaneously.
- Organizing creatives and handling requests.
- Generating tracking tags for each creative.
- Handling an average of 540 monthly creatives per partner.
- Achieved a 40% reduction in execution time compared to other providers through process optimization.

## QUALITY ASSURANCE

The quality control work consisted of two reviews per piece for the following elements:



Quality Assurance of +2,000 monthly pieces on average

## CONTACT DETAILS

Would you like to delve deeper into our work? Feel free to contact us at any time! We're more than happy to provide further information and answer any questions you may have.

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