

Luckia tackles targeting limitations by transitioning into a fully automated strategy



Performics

Luckia.es - Luckia: International leading gambling company in Spain

Madrid/Spain • luckia.es



Context

- Gambling industry is highly competitive, with users that are not usually loyal and are likely to switch between brands.
- Luckia's main goal (obtain first-time deposits) is particularly challenging due to Google's policy regarding the use of intent based audiences and re-marketing for gambling clients.

Approach

1. In order to collect enough volume to use machine learning, the agency (Performics) created weighted conversions in SA360 for search qualifying leads.
2. Later on, more efficient bidding strategies were implemented which in turn contributed to lower bids on existing customers.
3. Data on "First Time Deposit" was added to their registration objectives, applying higher value to this conversions vs. registrations, which allowed the tool to optimise towards the client end goal.

Results

- +185% increase in first time deposits, allowing the implementation of tCPA bidding strategies.
- Cost per acquisition decreased by -19.5%
- Conversion rate increased by +5%

+185% **-20%** **+5%**

First time
deposit
conversions

Cost per
Acquisition
(CPA)

Conversion
rate

"The automation in conjunction with the Hagakure strategy have driven extraordinary results. It allowed us to increase not only conversions but also ROI"

–Javier González Casillas, International Head of Paid Media at Luckia.

Area(s) of Focus

Smart bidding 2.0