

Adquant & HasOffers Deliver 5 X Mobile Install Volume Increase

William Hill Increases Volumes by 5 X and Reduces Dropout Rate by 62%

Background

William Hill Online is the UK's leading online betting and gaming business and one of Europe's largest online gambling operators. William Hill was looking to find a solution that would both help them drive and track new users to their mobile apps.

Challenge

William Hill was finding it difficult to manage multiple campaigns for their several mobile apps. They were also noticing that there was a drop off in the conversion funnel from the time when new users installed the app to when they would actually register for the services. William Hill wanted a solution that would make bulk campaign management easier and optimize to multiple actions.

Solution

William Hill deployed Adotomi with HasOffers Mobile App Tracking to run campaigns focused on mobile app installs and registrations. HasOffers fed back post-click action data to Adotomi for the optimization of both installs and registrations.

Results

The campaigns running on the Adotomi platform saw a **5x increase in install volumes**. William Hill was able to build sophisticated campaigns targeting mobile users on Facebook. William Hill utilized HasOffers to track both user installs and registration. HasOffers then fed this data back to Adotomi in real time for optimization. Because of the HasOffers integration Adotomi was able to optimize ads for both the install and registration actions which resulted in **62% fewer users dropping out** between the two stages in the conversion funnel.

William HILL

