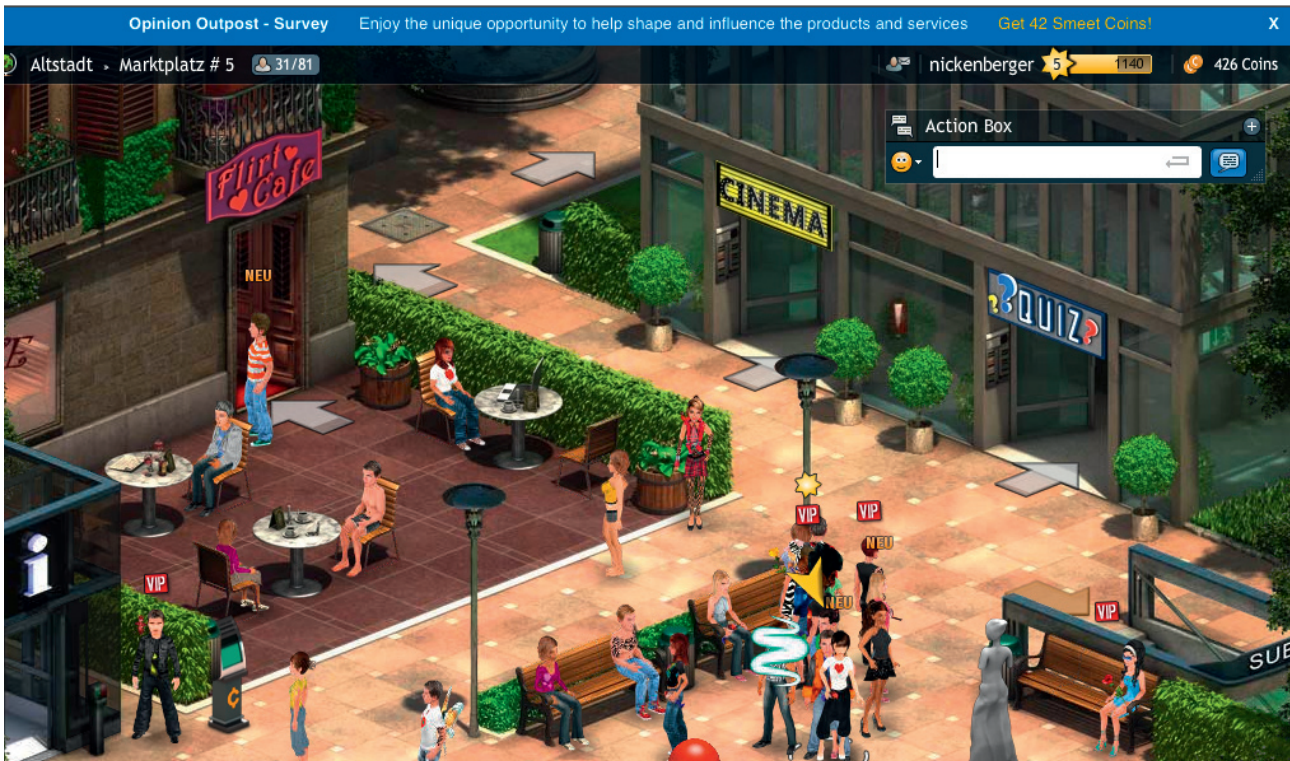


Case Study: Smeest (2011)

Boosting transactions and revenues with the Offer Bar



STRATEGY

3D social community Smeest incorporated SponsorPay's Offer Bar in their game environment. This innovative integration enabled them to showcase targeted offers in a customized fashion without compromising on visual real estate or interrupting their users' regular gameplay.

RESULTS

User engagement with offers surged with clickthrough rates as high as 78% that drove a massive and consistent increase in offer revenues.

- **31.95% rise in average transactions per day**
- **33.54% increase in average daily revenues**

"This solution is a perfect fit for us – more of our users discover offers without interrupting their activity in our 3D social community. Since implementing the Offer Bar, we have seen an immediate and consistent rise in transactions."

- Sebastian Funke, Smeest CEO and founder