

How mtmy Increased the Number of Paying Users by 533% with Native Ads

The Advertiser

An online community site that helps people reconnect with friends from their past

The Objective

Deliver high-quality users, at scale, who will subscribe for the advertiser's premium service within 24 hours of registering

The Strategy

After working closely with the advertiser for over 3 years, they decided to take their acquisition game to the next level, with a focus on increasing the number of registrations and first time depositors. **mtmy** developed a six-month-long custom media plan and strategy using engaging native advertisements, created in house.

Launch

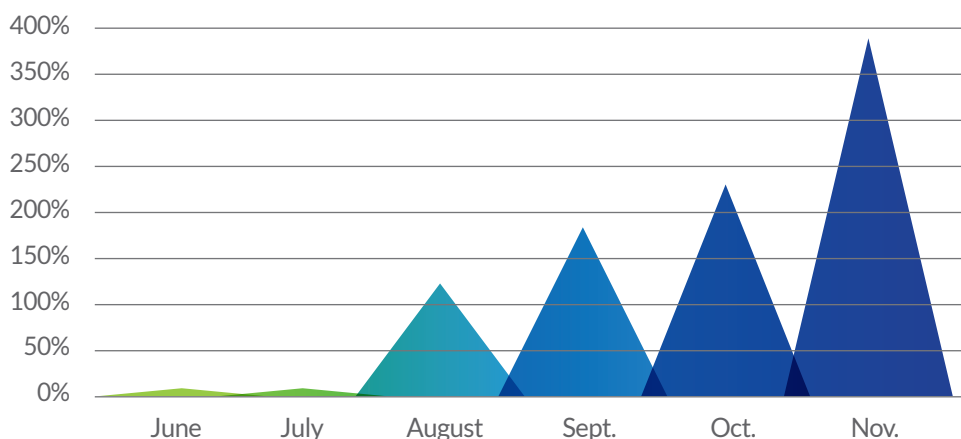
In June, **mtmy** launched the first native ads on a variety of premium placements. After analyzing insights learned from the initial ads, **mtmy's** campaign managers allocated an increased budget to scale up campaign efforts with additional native ads on popular news and entertainment sites, including MSN, ABC, Weather Channel, Fox News, Playbuzz, E! News, New York Post, and CNN.

The Results

533% increase in first-time depositors

Over the course of six months, the advertiser saw a 379% jump in registrations and a 533% increase in first-time depositors who paid for their premium service within 24 hours of registering. Due to the initial success of their campaigns, the advertiser has extended their acquisition efforts into 2017.

Increase in % of Registrations



Increase in % of FTD Within the First 24 Hours

