

Nordeus builds on their YouTube success with new bidding strategies for *Top Eleven - Be a Football Manager*

“When we heard about the bidding beta for YouTube app installs, we knew we wanted to try it with our existing creative. The results were so good, even in countries where installs are usually quite expensive, that we switched all of our YouTube campaigns to the new bidding method.”

- Dušan Vukić

User Acquisition Manager

Goals

- Increase installs at an affordable CPI, especially in countries with a traditionally high CPI

Approach

- Re-use successful video creative in new YouTube campaigns to test bidding strategies and reach a lower target CPA
- Target sports-fan audiences for maximum engagement

Results

- 40%+ lower CPI for new YouTube Android and iOS campaigns compared to other channels
- 42% lower CPI for new YouTube iOS campaigns compared to other channels
- 5x lift in install volume in the first quarter

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44% lower CPI
for new
YouTube
Android
campaigns



42% lower CPI
for new
YouTube iOS
campaigns



5x lift in install
volume in the first
quarter

“We were already seeing a lot of user engagement with our video that featured [soccer manager] Jose Mourinho, at a good cost per install. When we heard about the bidding beta for YouTube app installs, we knew we wanted to try it with our existing creative. The results were so good, even in countries where installs are usually quite expensive, that we switched all of our YouTube campaigns to the new bidding method.”

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+40%

lower CPI on
Android + iOS
installs

5x

lift in install
volume in the
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