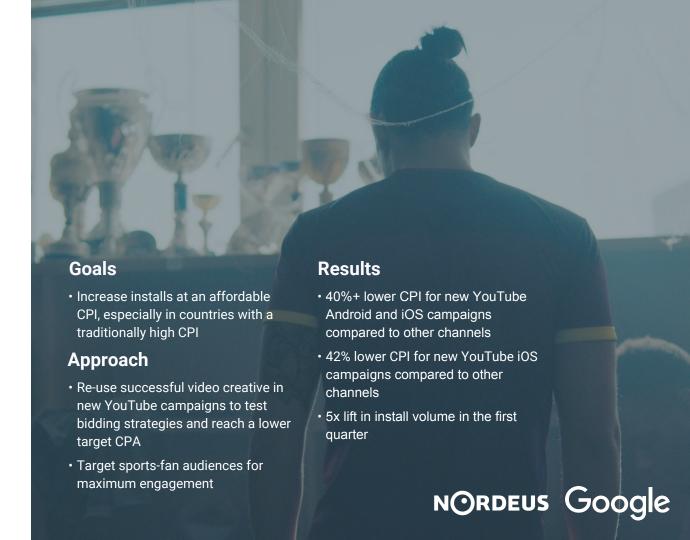
Nordeus builds on their YouTube success with new bidding strategies for Top Eleven - Be a Football Manager

"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



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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

lift in install volume in the first quarter