

CASE STUDY



Social Trading

STORY

Copyop is a social trading platform that allows users to follow after successful traders and copy their actions easily, on a friendly and simple to use app.

HIGHLIGHTS

+250%

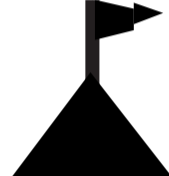
NET PROFIT

-65%

COST PER ACQUISITION

+90

NEW CUSTOMERS



COPYOP CHALLENGE

When **Copyop** turned to **Pareto Solutions**, their team was promoting their mobile app internally and via multiple competing agencies, mainly on Facebook and Twitter. At some point they wanted to scale up but were concerned with the high cost of acquisition on Facebook.



SOLUTIONS HOW

AUDIENCE ANALYSES:

We run an in-depth **“Persona” research**, defined demographic segmentation and excluded in advance channels and audiences that are less likely to convert.

GRANULAR ACCOUNT STRUCTURE:

Following this analysis, we created multiple of ad sets specially for each geographical location, engagement level and specific audiences/targeting groups.

CREATIVE:

Co-produced a set of high-quality short videos which can be mixed and matched according to data optimizations along the way.

DYNAMIC BIDDING:

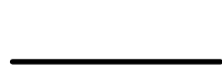
Implemented in-house algorithmic bidding and budgeting system that connected directly to Facebook and the Client’s Database, allowing us to optimise based on actual sales data and on user’s life time value.

REPORTING SYSTEM:

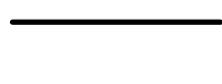
Built ad-hoc BI dashboard that allowed the client to monitor their costs and return on ad spend in real time, down to the ad level.

SOLUTIONS RESULTS

Client`s spend was cut by 50%



Customer Acquisition Cost decreased by 65%



New Customers were doubled.



PARETO

SOLUTIONS

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