

Case Study: DealDash (E-commerce)

DealDash®

Who?

DealDash - Ecommerce App

Geo - USA

Target - User Registration and Deposit Money



Advertiser app url

How?

Campaign targeted Ads on other apps with similar features and categories.

Campaign was run programmatically using multiple DSP's



Creative

Result

- Over **7,500** paid users acquired as of Dec 2021
- CTR Increased by **35%**
- CPC Reduced from \$0.6 to **\$0.4**
- ROAS increased to - **125%**

CPA decreased from \$65 to \$40.

"We have reached up to 300% monthly ROAS working with NinaData"

