



Unlocator

Unlocator is a DNS service, which allows you to use the streaming services you like regardless of your location. Service allows you and your device of choice to appear in the correct location needed in order to watch your favourite streaming services. No more geo blocks or blackouts from your favourite sports event.

ABOUT:

- Based in Copenhagen, Denmark
- Entertainment
- <https://unlocator.com>



GOALS:

- Increase amount of sign up (30-days trials)
- Increase sales of paid packages (1, 6 and 12 months)

APPROACH:

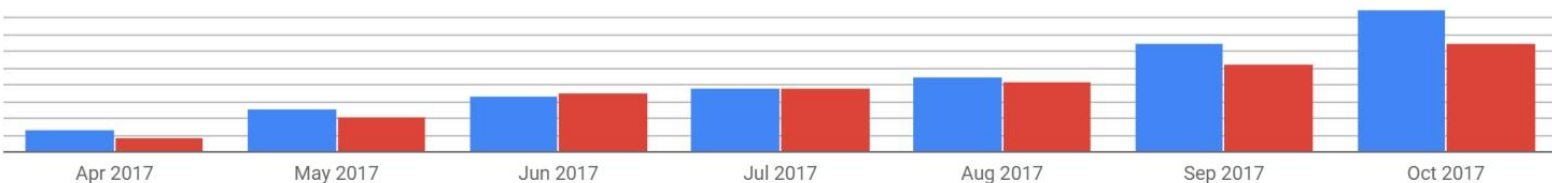


- Niche research & set up tracking
- Creating marketing plan for 2 major channels: AdWords & Facebook Ads
- Facebook Ads:
 - Creating targeted audiences by geo and interests. Like people who are migrated, expats, but like sport and want to see favorite channels
 - Collecting audience for remarketing campaigns
 - Testing ad formats of display ads: post ads vs carousel vs slideshow
 - Implementing lookalike campaigns strategies
- Adwords:
 - Creating Search ads include brand ads, competitors ads
 - Applying automated bidding rules for separating targeting by geo and keywords
 - Launching remarketing and dynamic remarketing campaigns
- Regular split tests & reporting to client about success

The project progress by months (all data are approximate):

	Was before start (March 2017) per month	On the 1st of June 2017 per month	On the 1st of August 2017 per month	On the 1st of October 2017 per month
Facebook	X trials & Y sales	+70% trials +80% sales	+110% trials +150% sales	+140% trials +220% sales
AdWords	A trials & B sales	+120% trials +180% sales	+190% trials +290% sales	+260% trials +380% sales

■ Trials ■ Sales



RESULTS:

- **Increased amount of trials by ~400%** from both channels
- **Monthly profit increased by ~600%** from both channels

Attention! All our projects are under NDA. No exact data, Numbers illustrate trends!