



Crossing The Creative Oceans

A Journey Into The Tides Of Facebook Creative Optimization





Meet The Crew



EVERYDAYiPLAY
INTERACTIVE STUDIO



bidalgo
Big Social Results





Setting Sail



GAME LAUNCHED: 22/05/2014



BIDALGO ON-BOARD: 17/06/2014



TARGET AUDIENCE: Males 22-40



THE PLATFORM: iOS & Android



THE CHALLENGE: Bidalgo was tasked to create an appealing communication strategy for relevant Facebook users



THE OBJECTIVE: To identify creatives and recurring elements that lead to the highest user engagement



THE TACTICS:

- The Bidalgo "Secret Sauce" - wide scale creative A/B testing
- Defined creative optimization methodology

VIKINGS GONE WILD





The Arsenal

Vikings Gone Wild Creative Elements







And So The Journey Begins...



X Marks the Spot



LAND HO!



Treasure Island



The Brewery



Blacksmith's Workshop



Test No. 1

And So The Journey Begins...

And So The Journey Begins...



THE TEST

Bidalgo evaluated the performance of 6 different creative styles & identified the most engaging elements



THE RESULTS

Discovered an "Over Performing" image



THE CONCLUSION

Users react well to the zombie character





LAND HO!



THE TEST

We designed variations of zombie images combined with engaging texts

THE RESULTS

Although there was no improvement in CTR, we identified that combinations of beer texts + images showed potential

THE CONCLUSION

Game related “Power-Ups” (beer) show potential

1.4% CTR



 0.8% CTR



0.5% CTR





And So The Journey Begins...

LAND HO!

The Brewery

Test No. 3

The Brewery

Blacksmith's Workshop

Treasure Island

X Marks the Spot



The Brewery

0.8% CTR



👍 1% CTR



0.8% CTR



THE TEST

Continued searching for additional successful elements to combine alongside the "Power-Up" insight

THE RESULTS

Managed to increase the CTR significantly

THE CONCLUSION

The pack of characters shows potential



Test No. 4

Blacksmith's Workshop



The Blacksmith's Workshop



THE TEST

Combined creative elements from previous successful ads

1% CTR



1.4% CTR



2.1% CTR



THE RESULTS

Succeeded in generating a HUGE increase in the CTR, achieving the highest CTR to date



THE CONCLUSION

Continue optimizing the new WINNER



And So The Journey Begins...

LAND HO!

The Brewery

Test No. 5

Treasure Island

Blacksmith's Workshop

Treasure Island

X Marks the Spot

Treasure Island



2.1% CTR



2.2% CTR



2.4% CTR



THE TEST

The Bidalgo team created additional variations of successful creatives



THE RESULTS

Continued to break the CTR record!



THE CONCLUSION

Objective met! We now have a wide set of creatives achieving a CTR of above 2%



X Marks the Spot



THE TEST

Introduced a wild card
(explosions, bright colors, etc...)



THE RESULTS

We hit a new CTR record!



THE CONCLUSION

Never stop optimizing your creatives

2.6 % CTR





The Victory

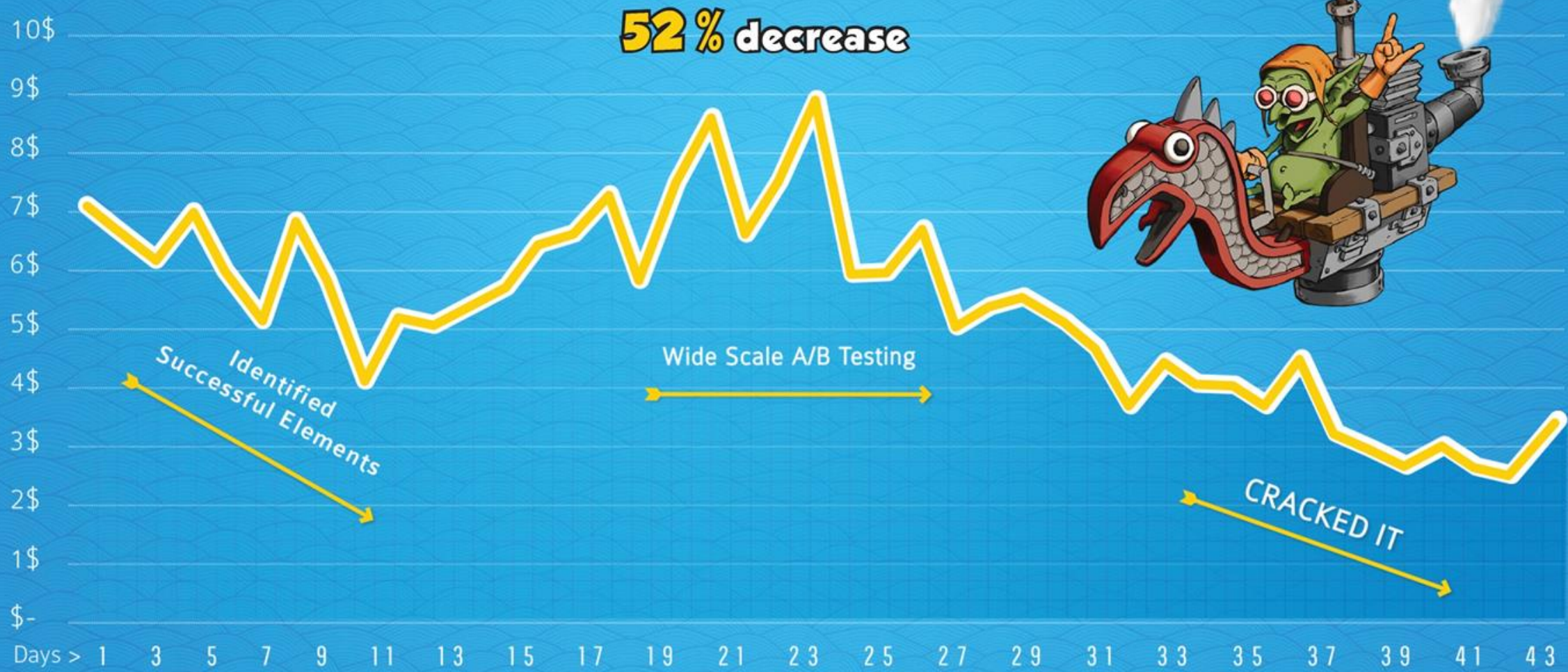
CTR Growth Throughout The Journey



187 % increase



CPI Decreasing By The Day



A Word From the Vikings



“Thanks to Bidalgo’s advanced A/B testing capabilities, we managed to discover the ultimate creative approach driving our users to engage with the ads. The winning combination of technology and professional personnel, alongside a great product like “Vikings Gone Wild” brought us outstanding results within a few weeks of launch. Thanks to Bidalgo, we now understand the true value of creative optimization. It’s priceless. ”



Michal Augustynek, Product Manager of EVERYDAYiPLAY

To The next journey ahead !

The bidalgo Team



contact@bidalgo.com | +972-3-7285011 | SAN FRANCISCO | TEL AVIV | SINGAPORE

