

# TRADE RACE MANAGER CASE STUDY



# ABOUT TRADE RACE MANAGER NFT GAME

The principle of the game is that the player chooses 3 cryptocurrencies by analyzing whether they will long or short in the following minutes. The game is free-to-play, but the rewards are very low in the form of IOI token. If players want to earn more, there are several forms of rewards.

- **Buying a premium account with more rewards and price pools**
- **Affiliate program for people when they buy their team and refer other people through the affiliate link**
- **Buying NFT art, which in turn opens up bonuses + staking rewards**

In the month of August, to kickstart the project, we came up with a big event with a grand prize of Tesla or 40k money. The other prize was the latest Macbook and the latest iPhone. The event was very successful.

# CHALLENGES

Our main goal of the project was performance marketing on Google and social media to get new player registration and then measuring deposit, purchase of NFTs and premium account.

## Challenges:

1.

How to get around ad bans since this is a cryptocurrency project

2.

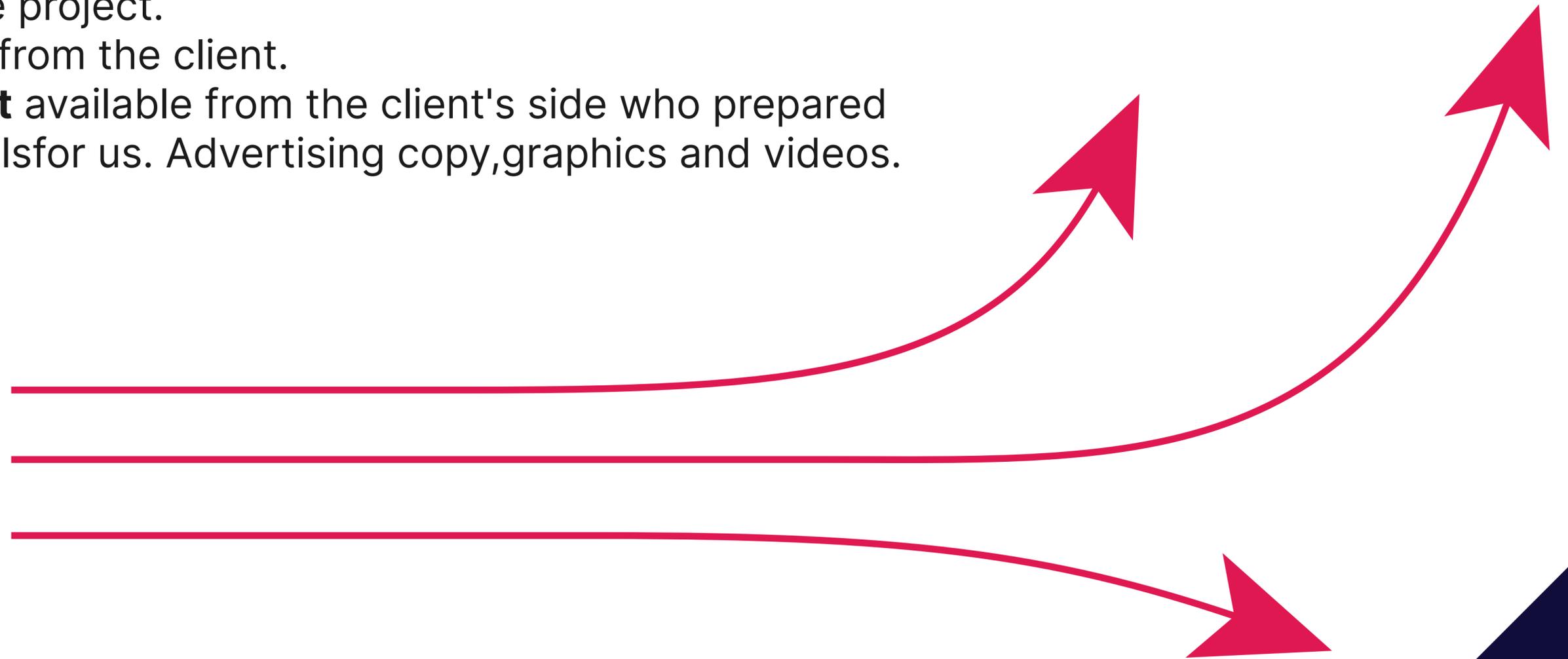
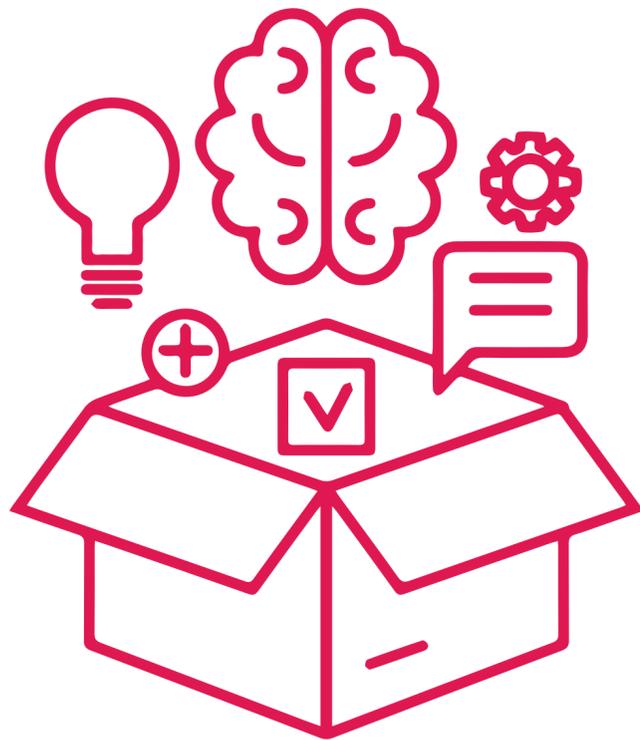
To improve the measurement of the whole project, because the project is built on Angular technology.

# AS WE PROCEEDED

1. We studied information about the project and analysed the competitions  
⋮
2. Set the main KPI with the client and initially the goal was max 3 EUR per registration  
⋮
3. Assigning the programmers to measure registrations and then subsequently measuring deposit and purchase of NFTs including premium account  
⋮
4. Assignment on creatives that we required from our side  
⋮
5. Launching the campaigns

# WHAT DID WE HAVE AVAILABLE?

- We had **Programmers** who prepared analytics to our specifications.
- **Brand manual** of the project.
- **Marketing budgets** from the client.
- **Marketing specialist** available from the client's side who prepared marketing materials for us. Advertising copy, graphics and videos.



# RESULTS

We have found a way to communicate in the Google ad account and on social networks so that ads are not banned.

The biggest challenges were on Google where we were not allowed to communicate that it was about cryptocurrency - example keywords: staking, cryptocurrency, crypto, token and other terms. We mainly communicated that it was an NFT and earn to play game and the ads have not been banned since. In the Youtube video ad, we again had to remove those words in the dub and then the ad ran.

**JUNE**

**Number of registrations:** 2527  
**Cost per registration:** 2,54 EUR

**AUGUST**

*The strongest month, where we had campaign "Win Tesla or 40k cash"*

**Number of registrations:** 14 491  
**Cost per registration:** 0,87 EUR

We also had a lot of deposits and buy NFTs, but client didn't allowed us to share

# GOOGLE ADS: JUNE

Google Ads | Avedeo marke... > IOI Corporation ... > Qorpo 652-071-7066 | All campaigns

661-432-2601 Avedeo marketing  
avedeo.marketing@gmail.com

SEARCH REPORTS TOOLS & SETTINGS HELP NOTIFICATIONS

Custom Jun 1 - 30, 2021

Impr. Conversions

JUNE

400,000 200,000 0

Jun 1, 2021 Jun 30, 2021

60.00 30.00 0.00

Campaign status: All ADD FILTER

Campaign	Budget	Status	Impr.	Avg. cost	↓ Conve	Cost / conv.	Clicks
Total: All enabled campaigns			3,421,304	€0.01	739.32	€3.84	23,422
all world - game keywords - exact - deposit/purchase	€15.00/day	Paused	29,071	€0.21	222.55	€1.92	2,006
připrava na závod			-	-	39.55	-	-
připrava na závod - výběr krypta (All Web Site Data)			-	-	183.00	-	-
top locations - Asia+India - discovery campaign - deposit	€20.00/day	Paused	2,477,745	€0.05	195.00	€3.77	12,998
připrava na závod			-	-	21.00	-	-
připrava na závod - výběr krypta (All Web Site Data)			-	-	174.00	-	-
Asia+india- youtube campaign - drive conversion - registrations+deposit	€20.00/day	Paused	305,396	€0.01	130.00	€4.08	2,611
připrava na závod			-	-	8.00	-	-
připrava na závod - výběr krypta (All Web Site Data)			-	-	122.00	-	-
All world - youtube remarketing	€25.00/day	Paused	251,270	€0.00	109.00	€2.52	2,590

# GOOGLE ADS: AUGUST

(WIN TESLA OR 40K USD CASH)

**Google Ads** | Avedeo marke... > IOI Corporation ... > Qorpo 652-071-7066 | All campaigns

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Overview | Recommendations | Insights | **Campaigns** | Ad groups | Ads & extensions | Videos | Landing pages | Keywords | Audiences | Placements | Settings | Change history | Suggested | Devices | Locations | Show more

### Campaigns

Custom Aug 1 – 31, 2021

JUNE

Impr. | Conversions

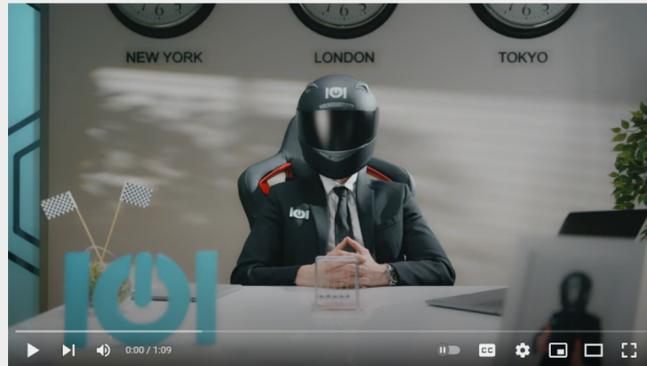
Campaign	Budget	Status	Impr.	Avg. cost	↓ Conve	Cost / conv.	Clicks
<b>Total: All enabled campaigns</b>			6,178,118	€0.01	4,020.34	€1.55	34,776
excluded biggest cities - Philippines+Vietnam - youtube campaign - drive conversion (extra budget win tela or cash)	€20.00/day	Paused	315,333	€0.01	709.70	€0.93	1,283
deposit			-	-	28.70	-	-
Nákup NFTs dynamicky			-	-	2.00	-	-
Nákup premium účtu na 3 měsíce dynamicky			-	-	3.00	-	-
příprava na závod			-	-	676.00	-	-
Asia+India- youtube campaign - drive conversion - registrations+deposit	€20.00/day	Paused	327,176	€0.01	690.37	€1.01	1,289
deposit			-	-	22.37	-	-
příprava na závod			-	-	668.00	-	-
all world - youtube campaign - influencers on youtube	€20.00/day	Paused	39,270	€0.01	673.85	€0.19	348

# BEST CREATIVES IN GOOGLE ADS

## Youtube Ads:

### Rich racer

<https://www.youtube.com/watch?v=PCJ7jFyQI4o&t=3s>



### Tesla campaign

[https://www.youtube.com/watch?v=WQldDnu\\_s1l](https://www.youtube.com/watch?v=WQldDnu_s1l)



## Display ads:

[shorturl.at/ijDNQ](https://shorturl.at/ijDNQ)  
[shorturl.at/eqHT0](https://shorturl.at/eqHT0)

# FACEBOOK AND INSTAGRAM: JUNE

Resource Center													Campaigns	Ad Sets	Ads
+ Create	Edit	A/B Test	Rules	View Setup	Columns: Custom	Breakdown	Reports								
Off / On	Campaign Name	Results	Reach	Impressions	Link Clicks	Amount Spent	Registrations Completed	Cost per Registration Completed	CTR (Link Click-Through Rate)	CPC (Cost per Link Click)	CPM (Cost per 1,000 Impressions)				
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Cold   Konverze	Website Completed ...	—	—	—	—	€0.00	—	—	—	—	—		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Hot   Konverze	Multiple Conversions	84,006	224,270	2,435	€337.02	321 <sup>[2]</sup>	€1.05 <sup>[2]</sup>	1.09%	€0.14	€1.50	—		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Rem   Konverze	Multiple Conversions	61,524	568,682	4,731	€1,182.90	615 <sup>[2]</sup>	€1.92 <sup>[2]</sup>	0.83%	€0.25	€2.08	—		
<input type="checkbox"/>	<input type="checkbox"/>	Cold   Tesla tournament   Konverze	Website Completed ...	—	—	—	€0.00	—	—	—	—	—	—		
<input type="checkbox"/>	<input type="checkbox"/>	Cold   Konverze	Website Completed ...	962	476,850	832,659	15,897	€1,498.46	962 <sup>[2]</sup>	€1.56 <sup>[2]</sup>	1.91%	€0.09	€1.80		
<input type="checkbox"/>	<input type="checkbox"/>	17/5   Cold   Návštěvnost	Landing Page Views	7,596	230,095	310,413	16,250	€555.43	19 <sup>[2]</sup>	€29.23 <sup>[2]</sup>	5.23%	€0.03	€1.79		
<input type="checkbox"/>	<input type="checkbox"/>	6/5 Návštěvnost - public token	Link Click	—	—	—	€0.00	—	—	—	—	—	—		
<input type="checkbox"/>	<input type="checkbox"/>	5/5 Dosah - public token sales/rem	Reach	—	—	—	€0.00	—	—	—	—	—	—		
<input type="checkbox"/>	<input type="checkbox"/>	30/4 Konverze - Ukrajina - registrace	Website Completed ...	—	—	—	€0.00	—	—	—	—	—	—		
<input type="checkbox"/>	<input type="checkbox"/>	28/4 Zhlédnutí videa - RichRacer	ThruPlay	—	—	—	€0.00	—	—	—	—	—	—		
<input type="checkbox"/>	<input type="checkbox"/>	22/4 Návštěvnost - Indie Arkane + Affiliate	Link Click	—	—	—	€0.00	—	—	—	—	—	—		
<input type="checkbox"/>	<input type="checkbox"/>	22/4 Návštěvnost - Nigérie Arkane + Affiliate	Link Click	—	—	—	€0.00	—	—	—	—	—	—		
<input type="checkbox"/>	<input type="checkbox"/>	22/4 Návštěvnost - Německo Arkane + Affiliate	Link Click	—	—	—	€0.00	—	—	—	—	—	—		
<input type="checkbox"/>	<input type="checkbox"/>	22/4 Návštěvnost - Kanada Arkane + Affiliate	Link Click	—	—	—	€0.00	—	—	—	—	—	—		
<a href="#">Results from 47 campaigns</a>		Multiple Conversions	790,799 People	1,936,024 Total	39,313 Total	€3,573.81 Total Spent	— Total	— Per Action	2.03% Per Impressions						

# FACEBOOK AND INSTAGRAM: AUGUST

Search and filter Aug 1, 2021 - Aug 31, 2021

Resource Center ⚠ 📁 Campaigns 📄 Ad Sets 📄 Ads

+ Create 📄 ✎ Edit 🧪 A/B Test 🗑 ↶ ↷ 🔗 🔗 🔗 Rules

View Setup  Columns: Custom Breakdown Reports

<input type="checkbox"/>	Off / On	Campaign Name	Results	Reach	Impressions	Link Clicks	Amount Spent	Registrations Completed	Cost per Registration Completed	CTR (Link Click-Through Rate)	CPC (Cost per Link Click)	CPM (Cost per 1,000 Impressions)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Cold   Konverze	62 Website Completed ...	28,855	32,624	770	€34.22	62 [2]	€0.55 [2]	2.36%	€0.04	€1.05
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Hot   Konverze	— Multiple Conversions	90,783	489,505	5,472	€478.77	357 [2]	€1.34 [2]	1.12%	€0.09	€0.98
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Rem   Konverze	— Multiple Conversions	131,358	1,146,005	17,592	€1,695.47	2,547 [2]	€0.67 [2]	1.54%	€0.10	€1.48
<input type="checkbox"/>	<input type="checkbox"/>	Cold   Tesla tournament   Konverze	8,165 Website Completed ...	2,367,464	4,534,415	91,064	€4,091.79	8,165 [2]	€0.50 [2]	2.01%	€0.04	€0.90
<input type="checkbox"/>	<input type="checkbox"/>	Cold   Konverze	32 Website Completed ...	15,360	16,195	244	€14.89	32 [2]	€0.47 [2]	1.51%	€0.06	€0.92
<input type="checkbox"/>	<input type="checkbox"/>	17/5   Cold   Návštěvnost	— Landing Page View	—	—	—	€0.00	—	—	—	—	—
<input type="checkbox"/>	<input type="checkbox"/>	6/5 Návštěvnost - public token	— Link Click	—	—	—	€0.00	—	—	—	—	—
<input type="checkbox"/>	<input type="checkbox"/>	5/5 Dosah - public token sales/rem	— Reach	—	—	—	€0.00	—	—	—	—	—
<input type="checkbox"/>	<input type="checkbox"/>	30/4 Konverze - Ukrajina - registrace	— Website Completed ...	—	—	—	€0.00	—	—	—	—	—
<input type="checkbox"/>	<input type="checkbox"/>	28/4 Zhlédnutí videa - RichRacer	— ThruPlay	—	—	—	€0.00	—	—	—	—	—
<input type="checkbox"/>	<input type="checkbox"/>	22/4 Návštěvnost - Indie Arkane + Affiliate	— Link Click	—	—	—	€0.00	—	—	—	—	—
<input type="checkbox"/>	<input type="checkbox"/>	22/4 Návštěvnost - Nigérie Arkane + Affiliate	— Link Click	—	—	—	€0.00	—	—	—	—	—
<input type="checkbox"/>	<input type="checkbox"/>	22/4 Návštěvnost - Německo Arkane + Affiliate	— Link Click	—	—	—	€0.00	—	—	—	—	—
<input type="checkbox"/>	<input type="checkbox"/>	22/4 Návštěvnost - Kanada Arkane + Affiliate	— Link Click	—	—	—	€0.00	—	—	—	—	—
<span style="font-size: 1.2em;">&gt;</span> Results from 47 campaigns ⓘ			— Multiple Conversions	2,496,996 People	6,218,744 Total	115,142 Total	€6,315.14 Total Spent	— Total	— Per Action	1.85% Per Impressions	—	—

# BEST CREATIVES IN FB AND IG

**IOI - Game** Sponzorováno ·

!! 🚗 The Rise of NFTs - become a racer with TradeRaceManager, get your tokens and unique virtual cars. 📱 🏆



**TRADE RACE MANAGER**  
LAUNCHES *NFT FAMILY*

GET IT ON Google Play  
4.5/5 app rating  
★★★★☆

#1 NFT GAME

TRADERACEMANAGER.COM  
**PLAY NOW** 📱 ➔ ➔  
Pick the perfect virtual portfolio to make you the fas...

Stáhnout

👍❤️ 2 tis. 175 komentářů 97 sdílení

**IOI - Game** Sponzorováno ·

Want to be the best NFT racer? 🏆 Play daily races to become one!



**TRADE RACE MANAGER**  
*#NFT TRADING GAME*

GET IT ON Google Play  
4.5/5 rating  
★★★★☆

TRADERACEMANAGER.COM  
**Register for FREE** ➔  
Join collectible NFT trading game. Get your ...

Zaregistrovat se

👍❤️ 1 tis. 315 komentářů 73 sdílení

**IOI - Game** Sponzorováno ·

🔥 Do YOU want a Tesla Model S? Guess what, now YOU can win one! GO get that Tesla right NOW on [traderacemanager.com](https://traderacemanager.com) 🔥



**WIN TESLA!**  
OR \$40,000 IN \$IOI

BY PLAYING  
**#1 NFT GAME**

GET IT ON Google Play  
4.5/5  
★★★★☆

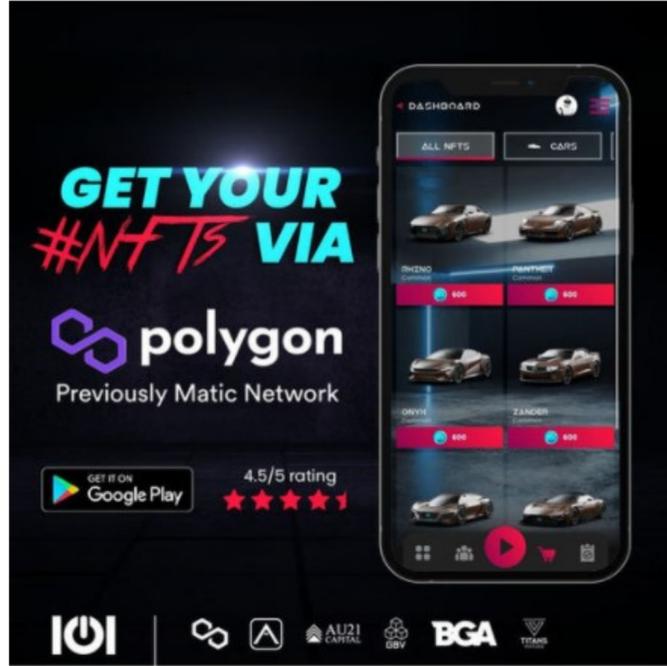
TRADERACEMANAGER.COM  
**Win a Tesla with NFT's** ➔  
Tesla can be yours. Play. Earn. Win!

Zaregistrovat se

👍🏆❤️ 56 1 komentář 5 sdílení

**IOI - Game** Sponzorováno ·

🔥 Buy NFTs on Trade Race Manager via Polygon tokens now. 🙌 Don't miss this opportunity.



**GET YOUR #NFTS VIA**

**polygon**  
Previously Matic Network

GET IT ON Google Play  
4.5/5 rating  
★★★★☆

TRADERACEMANAGER.COM  
**PLAY TRADE RACE MANAGER**  
Pick the perfect virtual portfolio to make you the fast...

Hrát hru

👍❤️ 950 334 komentářů 60 sdílení

**info@avedeo.com**

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We respond in 24 hours



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Monday-Friday 8-17 hours