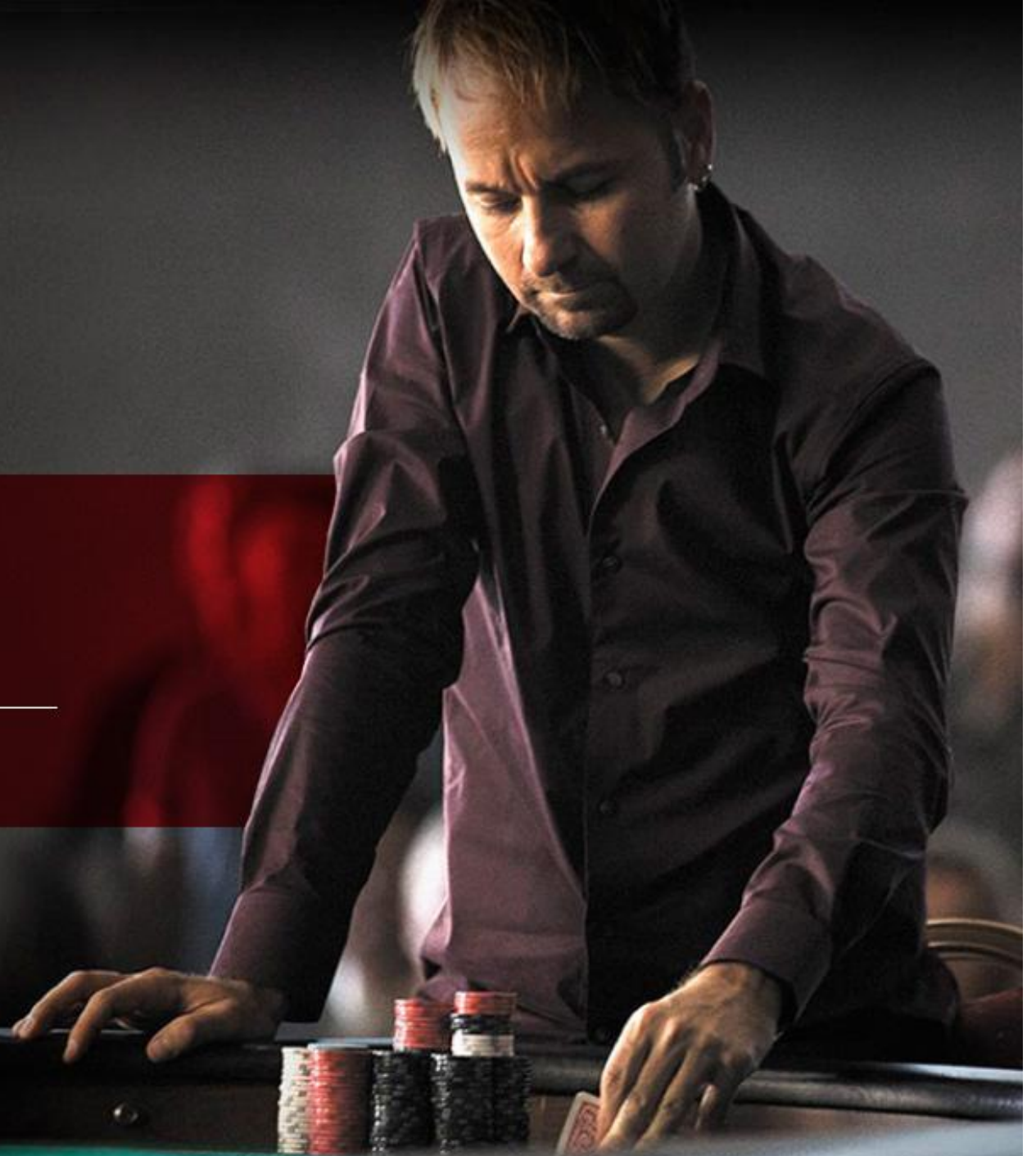


PokerStars

Emerging Markets Case Study:

How to Promote a Website using Display Advertising

 promodo



About the client

PokerStars is one of the largest poker sites in the world with over 64 million registered users. Starting from its launch in 2001, PokerStars has been remaining a favorite platform of the best players in the world. PokerStars offers the biggest number of tournaments while providing a high level of online security. PokerStars is a part of the Rational Group Company which owns such brands as PokerStars, Full Tilt Poker and European Poker Tour.

The challenge

To promote a new game site "Natural Born Poker Player" on an emerging market through informing the maximum number of PokerStars audience about this new project and converting them into regular visitors. The target overall reach of the audience is 65%.

Customer's feedback

We appreciate the team's result-driven approach and ability to quickly respond to changes. So far, we have worked with Promodo on only one project, but I am very satisfied with the results. Confident that we are going to continue our mutually beneficial partnership.

Victoria Degtyareva
Country Manager at PokerStars in Ukraine



Display Advertising is one of the best tools when it comes to new offer or brand promotion. Thanks to its wide reach and a correctly defined strategy, some very good results can be achieved.

Rinat Magomedov
Project Manager Promodo





The Solution

Through solid media-presence on more than 300 sites, we managed to tell the target audience about the project and drive them to the new site. To attract users' attention, we used the most noticeable formats of creatives (branding, cat-fish, pre-roll and others).



БІЛЕТ
87%

FOOTBALL.UA



МАТЧІ НА МАТЧІ



Вхід | Реєстрація

ГЛАВНА | НОВОСТІ | МАТЧІ І ТУРНІРИ | ВИДЕО | ФОТОГАЛЕРЕЇ | ФІЗБОЛ НА ТВ | КОНТРЕНДІМ | БЛОГІ | ФОНЕТИ | ЖУРНАЛ «ФУТБОЛ» | [dipost.ua](#)

ХОЛОДНО
КРОВІСТЬ
91%



ВІСНИК
МАТЧІ НА МАТЧІ

- Україна
- Англія
- Аргентина
- Бразилія
- Гарсія
- Іспанія
- Італія
- Нідерланди
- Португалія
- Середня Америка
- Туреччина
- Франція
- Друге
- Ліга чемпіонів
- Ліга Європи
- Євро-2016
- Євро-2012 (UEFA)
- Кубок Лібертадорес

АРХІВ НОВОСТЕЙ



16 квітня 2015, 11:40
Пять уроков Лиги чемпионов
Рассказ о турнире elite football. Самые интересные истории со стадиона на этой неделе.



16 квітня 2015, 11:30
Арсенал: чотирирічний контракт для Милнера
Руководство лондонського Арсенала хотіло бачити вилучення нападника Манчестер Сіті Джеймса Милнера на ринку свободних агентів.



16 квітня 2015, 11:30
Рибалка: при Блехні на мене не рассчитывали
Скандальний нападник московського Динамо Євген Рибалка розповів про свою ситуацію з клубом на часі оренди, а також оприлюднив переписку в WhatsApp з Пльєном.



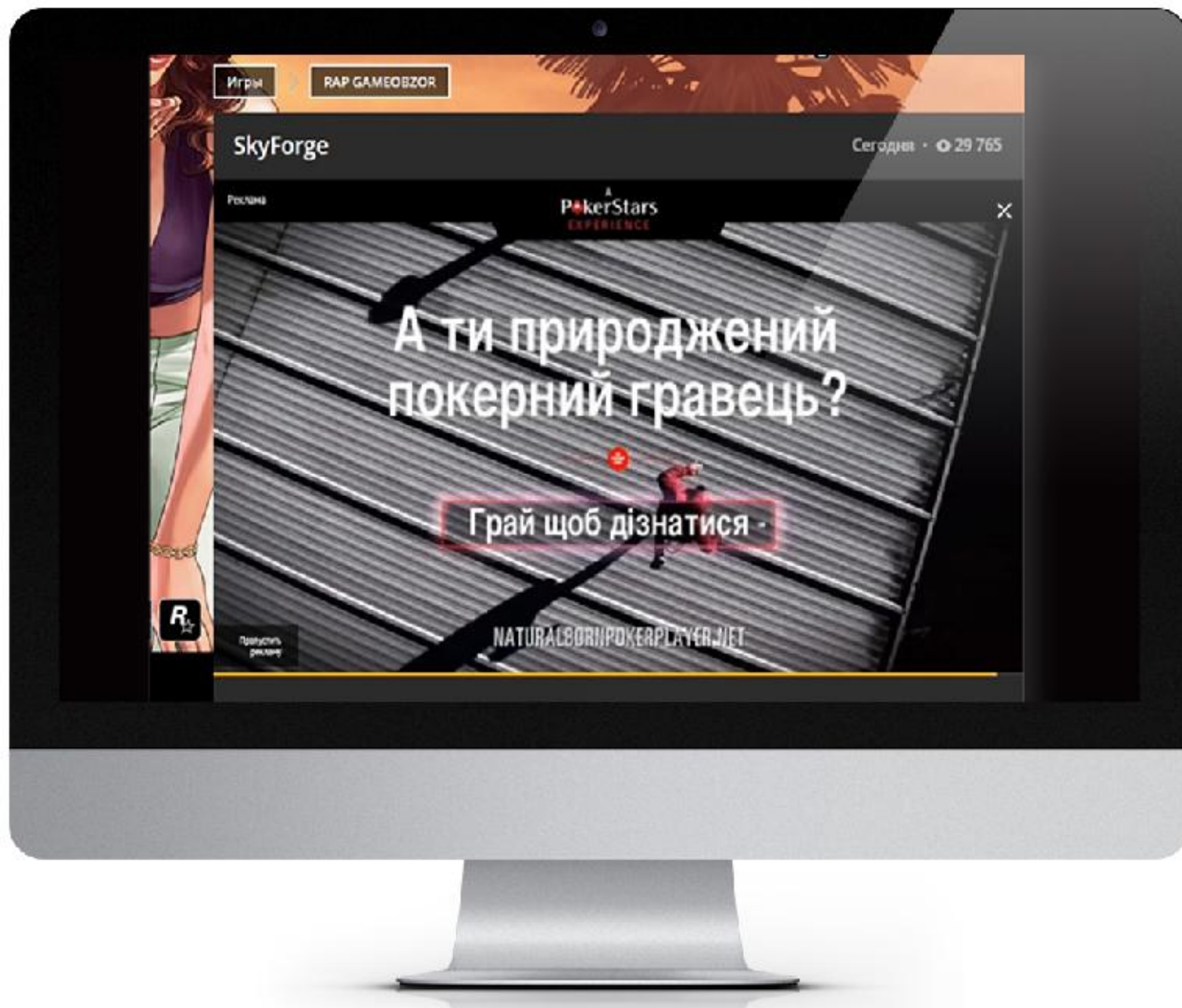
Кубок Олддоскот
Футбольна зірка
dipost.ua

АПРЕЛЬ 2015

Пн	Вт	Ср	Чт	Пт	Сб	Вс
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

ГРОШІ В ТРИ
РАЗІ ДЕЛІТЬСЯ
>>>

ІЗБІВІТЬСЯ ІЗ
СВІТОВОГО АРСЕНАЛУ





The Results

More than

590 000

users we managed to attract to the new project
on the emerging market during the campaign

Over

55 000 000

users have interacted with the advertising

64%

target audience reach was achieved

Ukraine took the **first place** by session number and new visitors volume
having left behind such countries as France, Russia, Canada and others.

About Promodo



Promodo is a multichannel online marketing agency, providing search engine optimization, pay per click management, conversion rate optimization, user experience design and email marketing solutions.

Promodo specializes in ecommerce marketing and online marketing in emerging markets. Promodo is an official Google AdWords & Google Analytics partner, certified partner of Yandex, multiple nominee and winner of Promotion-World magazine awards. The agency has been operating worldwide and providing top SEM services for over 11 years.



Prepared
by Promodo



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