



CASE STUDY

# **MAXIMIZING YOUR INFLUENCER MARKETING INVESTMENT**

3x ROI, Equal Cost



*Our client*

- GGBet is a worldwide betting company, sponsoring large events, influencers, and competitions.
- GGBet is a dedicated esports betting bookmaker that covers all the major games and markets. It was established in August 2016, when they took their first esports bets, and remains a popular choice.



# BEFORE



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- ❓ We realized that their influencer marketing investment was not paying off and decided to remove it from their marketing strategy.
- ❓ Despite having large fanbases, big influencers were not driving results for the company, despite their high costs.
- ❓ Operational expenses were steep due to demanding content creators. Moreover, their call to action was often unprofessional, leading to consistent failures in meeting agreements.
- ❓ There was a sense of distrust within their marketing team, causing uncertainty about the results of future campaigns and creating general instability regarding their marketing efforts.

# WHY MIELA?



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As we were already working with Miela on paid media projects, they offered us a trial of their influencer management services to see if there could be an improvement in our influencer marketing results.



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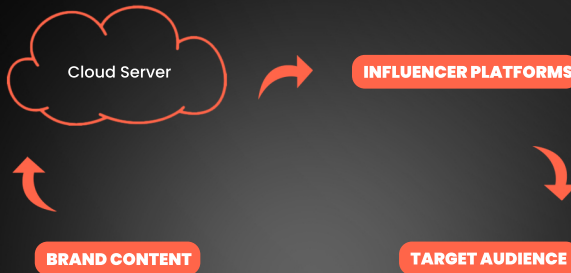


Since Miela had already demonstrated professionalism in paid media deliveries, we decided to trust them and conduct a small test. With numerous influencer agencies on the internet, it's challenging to ensure quality service.





One standout feature was their integrated asset management system, which automatically uploaded content to their creators without requiring frequent communication with the influencers to update banners or content. Their assets included customized odds for each influencer category, streamlining the process.





Another compelling aspect was their focus on brand interaction, with chatbots promoting the brand and engaging with the community, along with QR codes to enhance user navigation on our site.



# WORKING WITH MIELA



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“ Working with Miela has always revolved around communication. We received weekly updates on the campaign's results and recommendations for optimization. They suggested streamers based on their profiles and our target audience, refining our advertising approach.

“ I appreciated that Miela managed their influencers' social media, ensuring timely deliveries. This allowed me to focus on other aspects without needing to constantly monitor the influencers' activities.

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“ Occasionally, some influencers didn't perform as intended, which is common in the industry. However, Miela promptly replaced them, saving me the hassle of scouting for new influencers.

“ The results were initially good and improved over time. We not only gained a loyal fanbase but also grew private communities on platforms like Telegram and Discord, where we could consistently promote our services, leading to organic growth.

# AFTER

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★ On average, large, medium, and small influencers cost us **\$5,000**, **\$3,000**, and **\$500** respectively, while bringing in about **50**, **20**, and **10** FTDs (first-time depositors, new paying users) each month. With Miela's assistance, we increased the results to **100**, **50**, and **30** FTDs per influencer. Deposits per influencer reached **\$5,000**, **\$3,000**, and **\$1,000** from **\$500**, **\$150**, and **\$50**, respectively.

★ However, more than the results, I am grateful for the opportunity to focus on our global strategy and improve our services without needing constant monitoring of influencers.

UP TO  
**100%**  
INCREASE IN FTDs

UP TO  
**2000%**  
INCREASE IN DEPOSITS

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# Let's Talk

*If our client's experience piqued your interest and you'd like to explore similar opportunities, do not hesitate to contact us here.*

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