

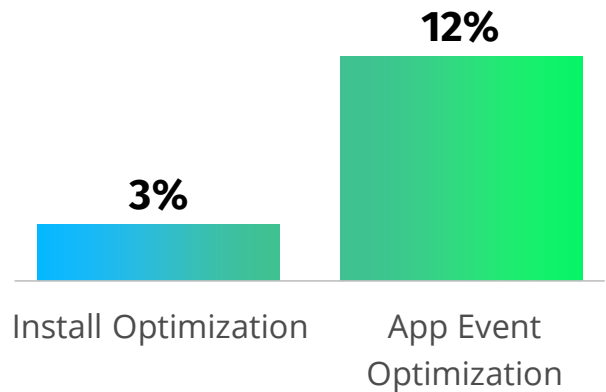


ADOPT APP EVENT OPTIMIZATION to acquire the highest quality users

In July '16, Facebook launched app event optimization (AEO), enabling marketers to target Facebook users who are most likely to perform a specific event in your app such as: registering, making a purchase or reaching a certain player level.

Upon release, Bidalgo immediately adopted and tested AEO, delivering outstanding results.

Payer's Rate

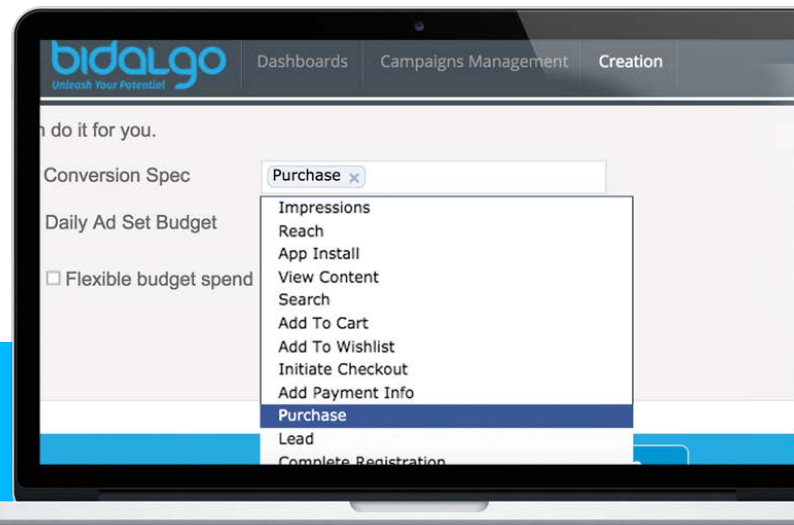


Early results indicate a **350%** increase in payer's rate

400% improvement in ROAS

App event optimization is available under the Creation page of the Bidalgo UI.

You can select any app event to optimize for under 'Conversion Spec'.



Want to learn more?
contact@bidalgo.com