

# Bidalgo & Nordeus Wins with the New Mobile App Carousel Ad

## Fast Adoption, Fast Results

Utilizing our long-established ability to quickly adopt and implement new Facebook features, and our proprietary technology solution, Bidalgo has done it again with the **the new mobile app ads in the carousel format**. Nordeus, owners of the world's #1 Facebook sports application 'Top Eleven Football Manager', enlisted Bidalgo's help to start using this feature in their Facebook UA campaigns...and the payoff was swift. The carousel format was specifically designed to better showcase apps such as Football Manager, by displaying up to five images with direct links. With this format, Nordeus was able to show a variety of game screens, create initial promo offers, and more. The carousel format ultimately helped Nordeus increase engagement, capture their users' attention, and convert quickly and efficiently to reach amazing results at scale.



## New Heights for Nordeus

Bidalgo's quick rollout and implementation was exactly what Nordeus needed - unbelievable results in a very short time:

**21x**

**Increase in impressions vs. mobile app install ads**

**-37%**

**Decrease in CPI**

**+77%**

**Increase in CTR**

“*Being number one is our ultimate goal. That's why we are thrilled to be working with our marketing partner, Bidalgo, in using the new mobile app carousel ad feature just after its launch. This feature enables us to be at the top of our game, and use an exciting new tool to generate a massive improvement in delivery.*”

**Marko Radonjic, User Acquisition Manager, Nordeus**

To start using the mobile app carousel ad now, contact us! [Contact@bidalgo.com](mailto:Contact@bidalgo.com)