

EVADAV Media Buying Team:

Bitget Campaign in Vietnam

At EVADAV, our media buying team has a proven track record of executing highly effective campaigns for top-tier clients. In this post, we'll walk you through our recent success with a campaign for Bitget, the cryptocurrency platform in Vietnam.

Our goal was clear: maximize conversions while keeping the budget efficient.

Here's how we *achieved it*



Bitget is a global cryptocurrency exchange offering various services, including spot, futures, and copy trading.

Its user-friendly interface and robust security features have gained popularity, particularly among users seeking efficient trading options.

Bitget stands out for its competitive fee structure and innovative tools to maximize trader efficiency and profitability.

Q | Campaign Overview

Offer: Bitget
Geo: Vietnam
Model: Rev Share 35%

Approval Time: 30 days
Cookies: 30 days
Test Budget: \$1500 (adjusted to \$1579)

STEP 1 Setting Up the Campaign

We focused on optimizing ad spend and improving conversion rates. The campaign kicked off with a budget of **\$1500**, emphasizing using two powerful ad formats: **Push Notifications** and **Popunder ads**. These formats were chosen to maximize efficiency and meet campaign goals.

TARGETING

We targeted users in Vietnam, focusing on both mobile and desktop traffic. We concentrated on **Android OS 15** and **iOS 18** for mobile devices, ensuring we reached the most up-to-date devices, with users more likely to engage in cryptocurrency trading.

AD FORMATS



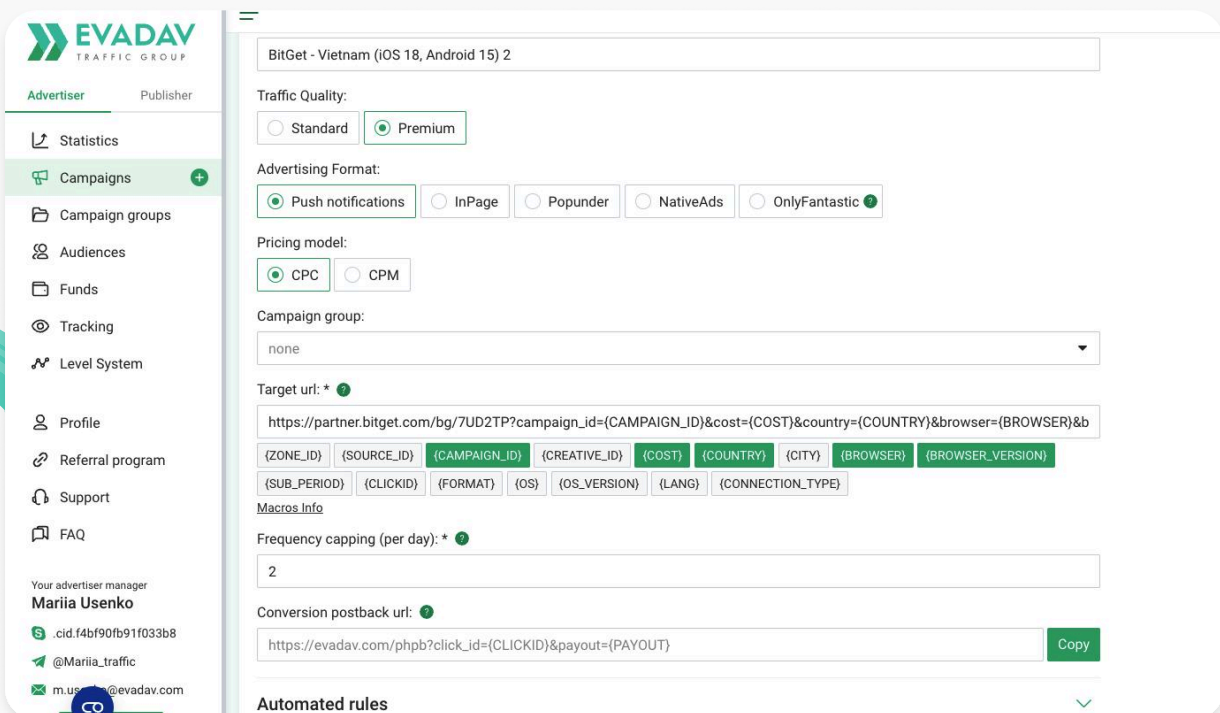
Popunder Ads:

Effective for retaining user attention and driving them back to the offer.



Push Notifications:

Ideal for quickly reaching a broad audience.



The screenshot shows the EVADAV campaign setup interface. The left sidebar contains navigation links: Advertiser, Publisher, Statistics, Campaigns (active), Campaign groups, Audiences, Funds, Tracking, Level System, Profile, Referral program, Support, and FAQ. The main content area is for the campaign "BitGet - Vietnam (iOS 18, Android 15) 2".

Traffic Quality: ☐ Standard ☒ Premium

Advertising Format: ☒ Push notifications ☐ InPage ☐ Popunder ☐ NativeAds ☐ OnlyFantastic

Pricing model: ☒ CPC ☐ CPM

Campaign group: none

Target url: https://partner.bitget.com/bg/7UD2TP?campaign_id={CAMPAIGN_ID}&cost={COST}&country={COUNTRY}&browser={BROWSER}&b{ZONE_ID}{SOURCE_ID}{CAMPAIGN_ID}{CREATIVE_ID}{COST}{COUNTRY}{CITY}{BROWSER}{BROWSER_VERSION}{SUB_PERIOD}{CLICKID}{FORMAT}{OS}{OS_VERSION}{LANG}{CONNECTION_TYPE}

Macros Info

Frequency capping (per day): 2

Conversion postback url: https://evadav.com/phpb?click_id={CLICKID}&payout={PAYOUT} [Copy](#)

Automated rules

STEP 2 Optimizing Cost Per Click and Traffic Setup

One of the primary tasks was lowering the CPC, which initially stood **at \$1.9**. To achieve this, we took several measures:



Premium Traffic Source

We worked closely **with an EVADAV account manager** to access premium traffic sources tailored for Vietnam. This enabled us to work with high-quality traffic, reducing costs per click while increasing conversions.



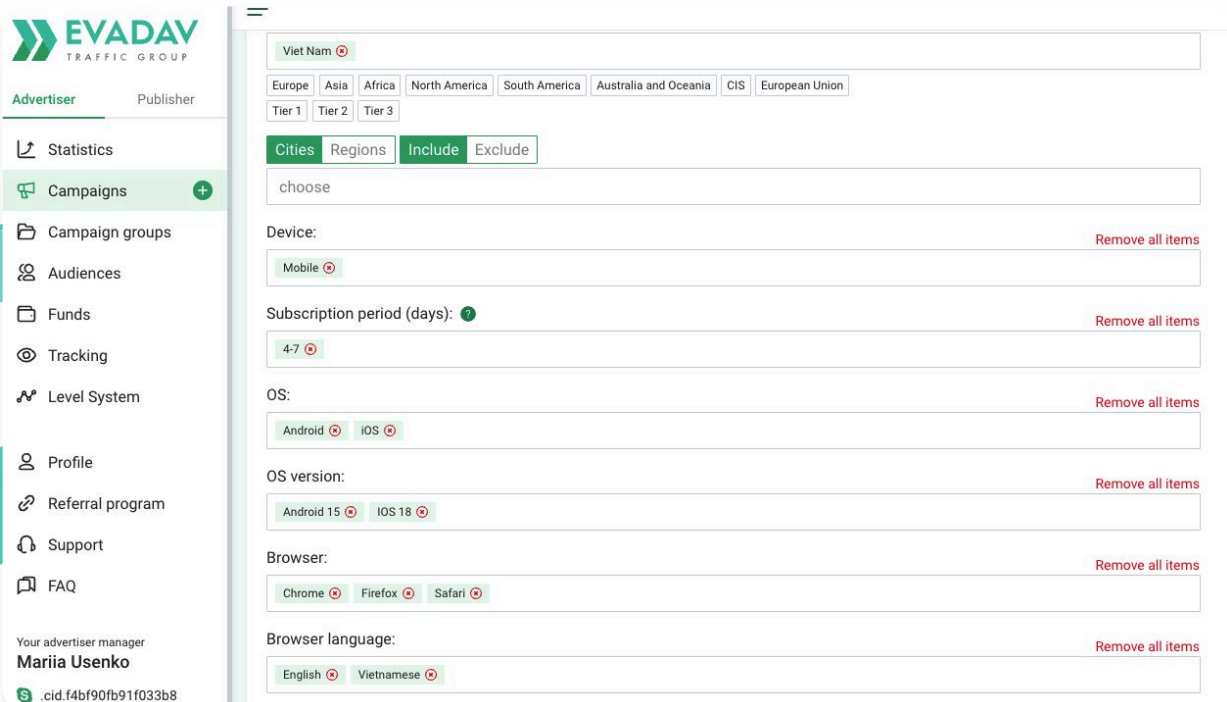
Automated Filtering Rules

We set up computerized filters to exclude ineffective traffic sources, ensuring we only spent on channels that delivered **the best results**.



Bid Adjustments

Based on our analysis, we refined our bids, **reducing CPC to \$0.41**, which allowed us to maximize our budget and improve campaign performance.



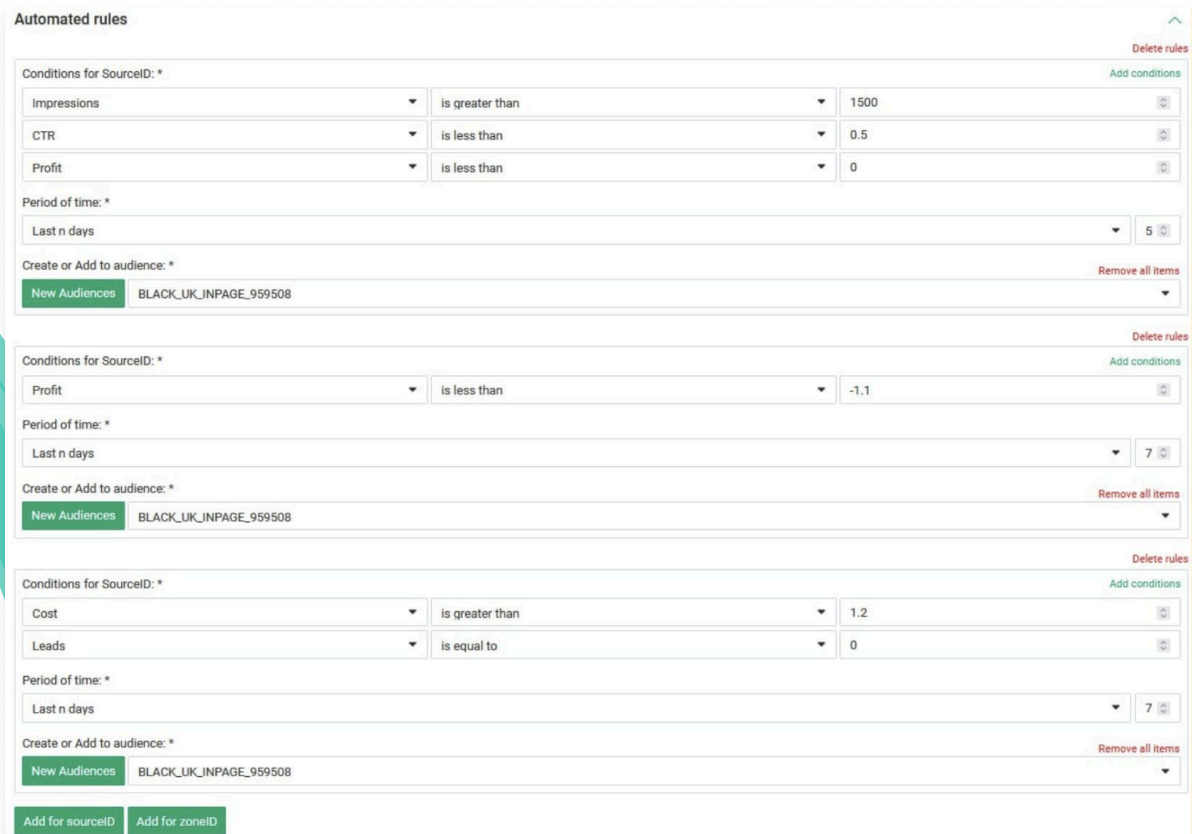
The screenshot displays the EVADAV Traffic Group dashboard. On the left is a sidebar menu with options: Statistics, Campaigns (highlighted with a green plus icon), Campaign groups, Audiences, Funds, Tracking, Level System, Profile, Referral program, Support, and FAQ. Below the menu, it says 'Your advertiser manager: Mariia Usenko' and shows an ID: '.cid.f4bf90fb91f033b8'. The main area shows filters for 'Viet Nam' with tabs for Europe, Asia, Africa, North America, South America, Australia and Oceania, CIS, and European Union. Under 'Tier 1', 'Tier 2', and 'Tier 3', the 'Cities' tab is selected, with 'Include' and 'Exclude' buttons. A search bar says 'choose'. Below are various filters: Device (Mobile), Subscription period (days) (4-7), OS (Android, iOS), OS version (Android 15, iOS 18), Browser (Chrome, Firefox, Safari), and Browser language (English, Vietnamese). Each filter has a 'Remove all items' link on the right.

STEP 3 Targeting and High-Quality Traffic

Rather than retargeting, we focused on attracting high-quality traffic, which became a cornerstone for the campaign's success.

What We Did:

- ✓ **Utilized Premium Traffic Sources:**
EVADAV's dedicated account manager gave us access to high-quality, verified traffic sources optimized for Vietnam.
- ✓ **Excluded Ineffective Channels:**
We removed underperforming traffic sources and concentrated our efforts on the most efficient ones.
- ✓ **Adjusted Frequency Capping:**
We limited the number of impressions per user to avoid budget waste and ensure optimal ad interaction frequency.



The screenshot displays the 'Automated rules' interface with three distinct rule configurations. Each rule is designed to target high-quality traffic by setting specific conditions for SourceID, time period, and audience creation.

- Rule 1:**
 - Conditions for SourceID: *
 - Impressions is greater than 1500
 - CTR is less than 0.5
 - Profit is less than 0
 - Period of time: *
 - Last n days: 5
 - Create or Add to audience: *
 - New Audiences: BLACK_UK_INPAGE_959508
- Rule 2:**
 - Conditions for SourceID: *
 - Profit is less than -1.1
 - Period of time: *
 - Last n days: 7
 - Create or Add to audience: *
 - New Audiences: BLACK_UK_INPAGE_959508
- Rule 3:**
 - Conditions for SourceID: *
 - Cost is greater than 1.2
 - Leads is equal to 0
 - Period of time: *
 - Last n days: 7
 - Create or Add to audience: *
 - New Audiences: BLACK_UK_INPAGE_959508

At the bottom of the interface, there are buttons for 'Add for sourceID' and 'Add for zoneID'.

STEP 4 Creative Strategy – Featuring Lionel Messi

A key element of our successful campaign was the use of creative featuring **Lionel Messi**, Bitget's official ambassador. We used these creatives exclusively for Push Notifications, as Messi's image grabs attention and strengthens the offer's appeal.



High Popularity:

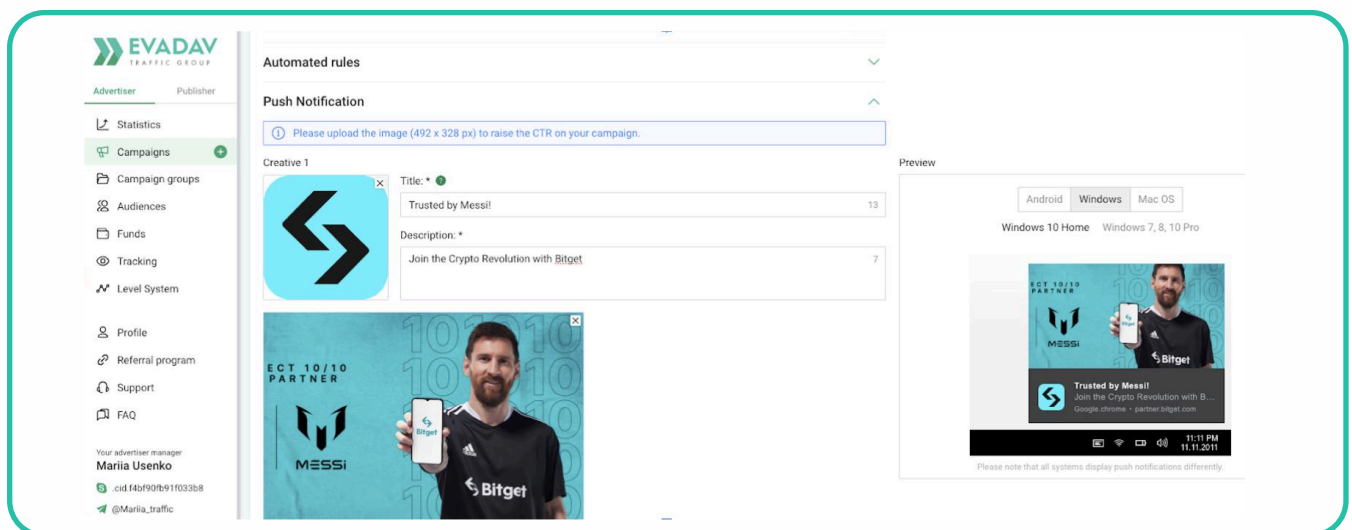
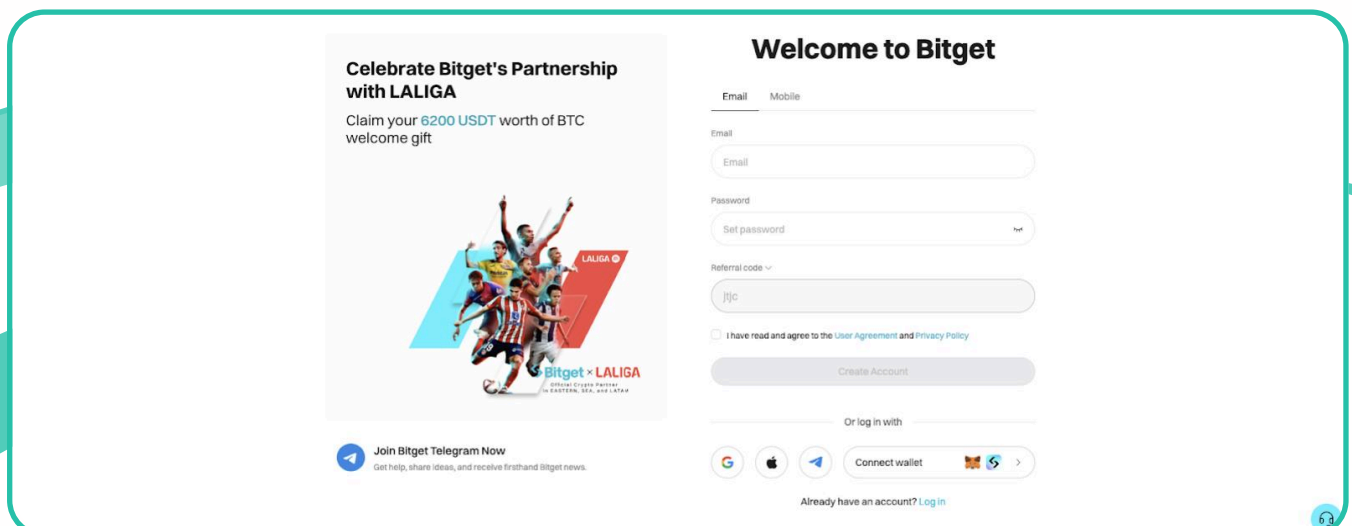
Messi is among the most recognizable figures worldwide, ensuring higher engagement and trust.



Brand Association:

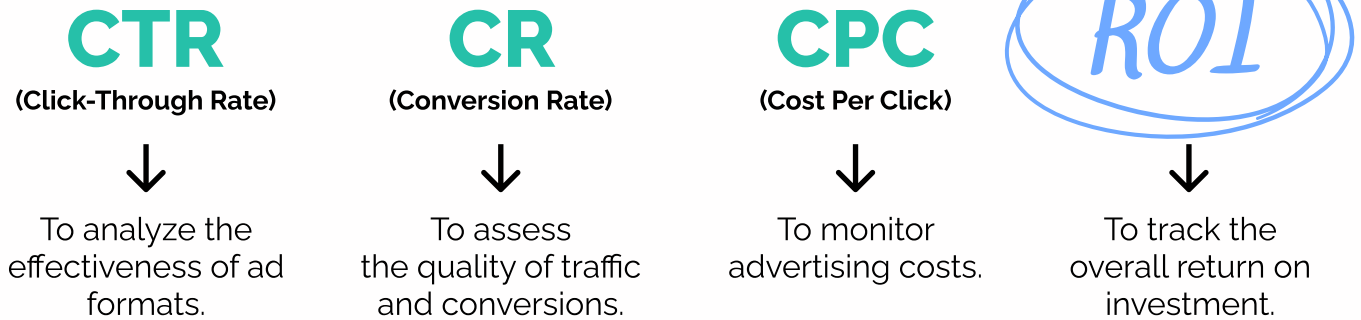
Associating Messi with Bitget's logo reinforced the platform's prestige, enhancing the ad's credibility and conversion potential.

★ The landing page used was Bitget's standard, incorporating football-themed elements. This reinforced the connection with Messi as an ambassador and added another layer of appeal to the offer.

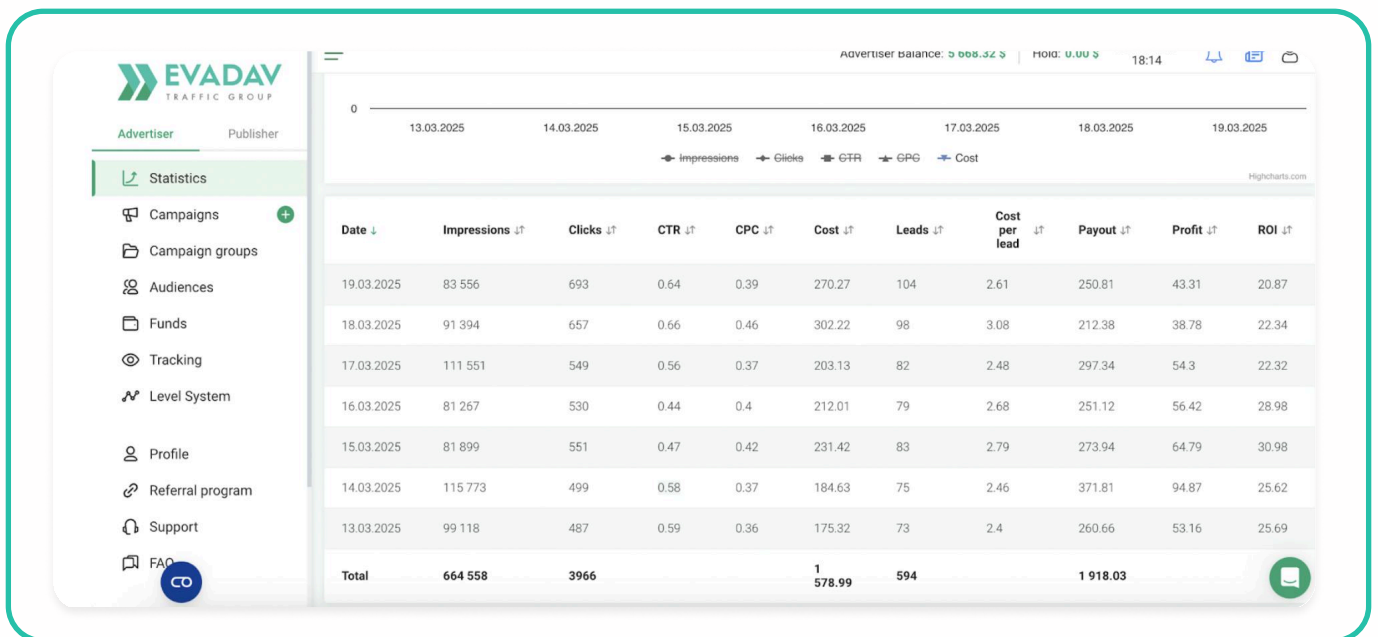



STEP 4 Monitoring and Optimization

Throughout the campaign, we continuously tracked key performance indicators (KPIs) to refine our approach:



★ With these metrics, we made real-time adjustments to bids, targeting, and creatives, constantly improving results.



STEP 6 Campaign Results

By the end of the campaign, with a **total budget of \$1579**, the following results were achieved:

3966
clicks

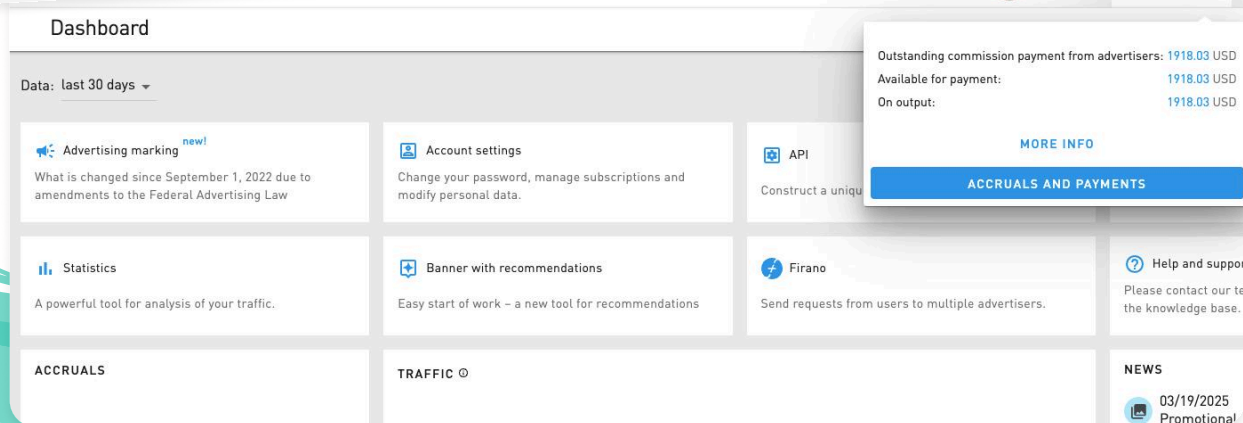
594
conversions

\$1918
revenue

These results underscore the success of our chosen ad formats and targeting strategy, with **an impressive ROI of 25.7%**.

Cost ↓↑	Leads ↓↑	Cost per lead ↓↑	Payout ↓↑	Profit ↓↑	ROI ↓↑
270.27	104	2.61	250.81	43.31	20.87
302.22	98	3.08	212.38	38.78	22.34
203.13	82	2.48	297.34	54.3	22.32
212.01	79	2.68	251.12	56.42	28.98
231.42	83	2.79	273.94	64.79	30.98
184.63	75	2.46	371.81	94.87	25.62
175.32	73	2.4	260.66	53.16	25.69
1 578.99	594		1 918.03		

%



Dashboard

Data: last 30 days

- Advertising marking** new!
What is changed since September 1, 2022 due to amendments to the Federal Advertising Law
- Account settings**
Change your password, manage subscriptions and modify personal data.
- API**
Construct a unique
- Statistics**
A powerful tool for analysis of your traffic.
- Banner with recommendations**
Easy start of work – a new tool for recommendations
- Firano**
Send requests from users to multiple advertisers.
- Help and support**
Please contact our team or the knowledge base.
- ACCUALS**
- TRAFFIC**
- NEWS**
03/19/2025 Promotional

Payment Summary Overlay:

- Outstanding commission payment from advertisers: 1918.03 USD
- Available for payment: 1918.03 USD
- On output: 1918.03 USD
- [MORE INFO](#)
- [ACCUALS AND PAYMENTS](#)

Conclusion

The Bitget campaign in Vietnam was successful thanks to meticulous targeting setup, cost-per-click optimization, and high-converting creatives featuring Lionel Messi. By working closely with EVADAV's premium traffic sources and continuously optimizing the campaign, we significantly improved conversions and delivered a strong ROI. This campaign is another example of how our media buying team consistently drives results, **making EVADAV the trusted partner for effective, data-driven campaigns.**

The test launch of the campaign was **successful**, and we have now begun scaling these campaigns to reach more users and improve results!

Special Bonus for Readers Who Made It to the End

Thank you for reading our case study. As a token of appreciation, **we're offering a \$25 bonus when you deposit \$100 or more** to launch crypto campaigns in the following GEOs: Indonesia, Vietnam, the Philippines, Bangladesh, Cambodia, South Korea, Singapore, Malaysia, and Thailand.

To claim your bonus:

1. Take a screenshot of the watermark on this page.
2. Send it to your EVADAV account manager.

This offer is available exclusively to case study readers and is valid for new campaign launches in the regions listed above.



*Take a screenshot of this Sign
to Get the Bonus!*

Want to achieve similar or even **better results?**

Sign up with EVADAV now! Our platform provides personalized support from an expert manager who will guide you through setting up campaigns, choosing the best traffic sources, geo-targeting, bids, and creatives.

REGISTER NOW

Don't wait! Register today and start running **effective advertising campaigns with EVADAV.**