

# Case Vuclip

---



## About company

**Vuclip is a mobile video on demand service for emerging markets with more than 7 million subscribers per quarter in countries such as India, Indonesia, Malaysia, Thailand, Egypt and the United Arab Emirates. Vuclip brings to subscribers a catalogue of more than 1 million titles, including Bollywood and Hollywood movies, TV shows, sports, news and music videos.**

## Challenge:

---

Vuclip wanted to bring all paid social marketing management in-house while maintaining only a few key employees for coordinating the campaigns and overall performance. To do this they had to find a Facebook Marketing Partner which would help them with automation and optimization.

## Solution:

---

Vuclip used several Smartly.io solutions that helped them to save time.

### 1. Custom Metrics

Custom metrics allowed Vuclip to optimize accounts which are not in the same currency. The hustle of having to convert INR to USD on a daily basis was solved using custom metrics. Using custom metrics, the team was able to see spends and key metrics (like CPI) in USD in Smartly.io's tool even though the Ad Account currency was INR. It was so quick and easy to be on track with the metrics in this way.

### 2. Naming Convention

Vuclip was impressed and very happy with Smartly.io's naming conventions. The team regularly creates multiple campaigns, ad sets and ads, so automation in naming becomes crucial. This solution helped the Vuclip team to create campaigns faster, have a better structure as well as ensure that backend data is matched correctly.

### 3. Predictive Budget Allocation

Vuclip changes their daily budgets on the campaigns level more than once a day. Seeing a clear % split between the campaigns or ad sets was very handy - even when the budget is increased/decreased, the split would remain the same to ensure the best possible delivery.

Contact us at [info@smartly.io](mailto:info@smartly.io)

---

We always offer a **14-day free trial** and no minimum contract period.



# Results

---

**Vuclip's team was able to manage their campaigns across different markets with only a few people.**

**By automating things they had previously had to do manually, they had more time for the strategic work involved in scaling their advertising spend.**

Contact us at [info@smartly.io](mailto:info@smartly.io)

---

We always offer a **14-day free trial** and no minimum contract period.

