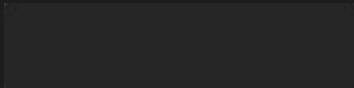


# YOLO247 x Onbeat Entertainment

How we drove 4.7M+ reach and 32%  
sign-up boost for India's fastest-  
growing gaming platform—organically



## The Challenge

# Building Trust in India's Gaming Space

YOLO247, a rapidly growing online gaming and sports prediction platform, needed to stand out in India's competitive real-money gaming market. The brand's mission: increase user acquisition among young Indians (18–35) while establishing credibility and trust.

Traditional paid advertising wasn't cutting through the noise. The brand needed authentic voices that resonated with regional audiences across Tier 2 and Tier 3 cities.

## Campaign Goals

- Build trusted awareness among Indian youth
- Drive measurable new user sign-ups
- Communicate special offers like 5% refill bonus
- Establish regional credibility through local influencers

# Our Five-Phase Strategy

01

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## Influencer Segmentation

Selected 20+ creators across finance, gaming, lifestyle, and mass-appeal categories to maximize audience diversity

02

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## Regional Trust Building

Recruited local influencers from Tier 2 & 3 cities to create authentic connections with regional audiences

03

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## CTA-Driven Content

Focused on real gameplay demonstrations, strategic tips, bonus highlights, and compelling referral offers

04

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## Smart Content Replication

Created short content variations to maintain freshness and avoid ad fatigue across platforms

05

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## 100% Organic Push

Zero paid ads—leveraged pure organic credibility and authentic creator relationships

# Execution That Delivered

## Content Specifications

- 15–60 second short videos optimized for Reels & YouTube Shorts
- Content delivered in Hindi and Hinglish for maximum relatability
- Aggressive CTAs: "Use my link, get instant bonus!"
- Strategic visual integration featuring YOLO247 logo, bonus offers, and creator trust signals

## Creator Breakdown

- 10+ Lifestyle & Mass Appeal
- 5 Gaming Specialists
- 5 Desi Comedy/Local Voices
- 4 Student/Youth Influencers



# Results That Speak Volumes

**4.7M**

## Total Organic Reach

Views generated without a single rupee in paid advertising

**350K**

## Engagement Actions

Likes, shares, and comments driving organic amplification

**21%**

## CTR Above Benchmark

Click-through rates significantly outperformed industry standards

**32%**

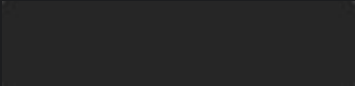
## Sign-Up Boost

Increase in new user registrations during campaign period

**65%**

## Lower CPA

Cost per acquisition compared to traditional paid campaigns





# Why This Campaign Won



## Local Trust at Scale

Regional creators built authentic connections that national ads couldn't match



## Organic Virality

High engagement without paid boosting—proof of genuine audience resonance



## Cost-Effective Acquisition

Dramatically lower costs than typical influencer campaigns delivered better ROI



## Repeatable Framework

Fast content production for monthly offers and ongoing campaigns

### What's Next?

Phase 2 includes retention strategies, remarketing with premium creators, and festive offer campaigns to maximize lifetime value.

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