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# AdScale Enterprise: Case Studies

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# Overview

## AdScale Enterprise

Optimize Digital Advertising with AI

### Current APAC Markets

- Japan
- Thailand
- Vietnam
- Malaysia

### Features

- Cross-Platform Budget Management
  - 24/7 Automated Bidding
  - Smart 1-Click Recommendations
  - Automated Cross-Platform Reporting
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NATURE'S WAY

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## Case 1 - Nature's Way

Market: Japan

Optimisation Period: 10 days

Point of comparison: 10 days prior to AdScale introduction

Conversions

CPA

+55%

-5%

[Source: CV55% up with AdScale! "Nature's Way Co., Ltd. 10-Day Performance Report"](#)

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## Case 2 - World Vision Japan

Market: Japan

Optimisation Period: 2.5 months

Point of comparison: Same period previous year

**Conversions**

**+48%**

**CPA**

**-42%**

Source: Non-profit organization World Vision Japan, "AdScale" increased CV by 48% and CPA by 42% compared to last year

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# WELEDA

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## Case 3 - Weleda

Market: Japan

Optimisation Period: 3.5 months

Point of comparison: 30 days prior to AdScale Introduction

Conversions

CPA

+17%

-38%

[Source: Weleda Japan Co., Ltd., "AdScale" improves CV 17.76%, CPA 38.48% improvement](#)

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## Case 4 - Morinaga

Market: Japan

Optimisation Period: 4 weeks

Point of comparison: 1 week prior to AdScale Introduction

Conversions

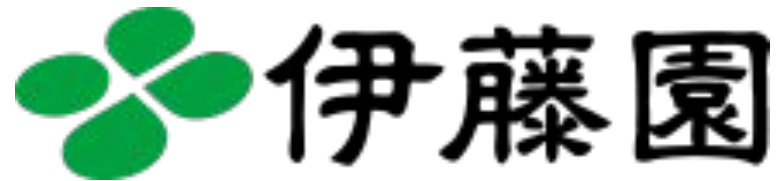
CPA

+14.03%

-22.36%

Source: Morinaga Seika Co., Ltd. "Delicious collagen drink", "AdScale" increased CV 14.03%, CPA 22.36% improved

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## Case 5 - Itoen

Market: Japan

Optimisation Period: 30 days

Point of comparison: 30 days prior to AdScale Introduction

**Conversions**

**CPA**

**+13.6%**

**-18.1%**

[Source: CPA 18.1% down in 30 days of introduction! \[Itoen Co., Ltd. AdScale\]](#)

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# Case 6 - Hotel & Restaurant

Market: Thailand

Optimisation Period: 30 days

Point of comparison: 30 days prior to AdScale Introduction

Conversions

CPA

+34.6%

-31.2%

[Source: SOPHOLA, Inc Brings AdScale Enterprise Digital Ad Optimisation Platform to Thailand](#)

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# Case 7 - Restaurant

Market: Thailand

Optimisation Period: 30 days

Point of comparison: 30 days prior to AdScale Introduction

**Conversions**

**CPA**

**+54.4%**

**-19.5%**

Category	Cost	Conversions	CPA
Total	24.40%	54.40%	-19.50%
Branded	42.50%	55.60%	-8.40%
General	7.10%	45.50%	-26.40%

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# Case 8 - Home Accessibility

Market: Thailand

Optimisation Period: 30 days

Point of comparison: 30 days prior to AdScale Introduction

Conversions

CPA

+26.92%

-35.4%

Category	Cost	Conversions	CPA
Total	-18.00%	26.92%	-35.40%
Branded	-17.17%	12.50%	-26.38%
General	-21.49%	200.00%	-73.83%

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