

## Global Performance Marketing

### Client Profile

Global Performance Marketing is one of the biggest lead generation companies in Western Europe. Global Performance Marketing is collecting consumer data for big companies through online sweepstakes. They make it possible to send highly targeted advertisements.

### Challenge

Driving traffic to GPM's offers and engage users to participate in their sweepstakes in Germany, Switzerland, Austria and France.

The target group of users is 18 years and up with preferred users between 25 and 65. Additionally, the ratio of email approvals (DOI) should be as high as possible.



## Results



Average  
DOI ratio  
of 55%



2 million \$  
revenue



More than 17  
million clicks



650,000 leads  
generated

"We are cooperating with Gotzha since the beginning of 2016 and they became one of our top strategic partners. Our Account Manager is always available and we have a very open relationship to work on quality and quantity of the traffic. Gotzha is a great pick for lead generators searching quality traffic and a good service."

Marco- CEO  
Global Performance Marketing

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