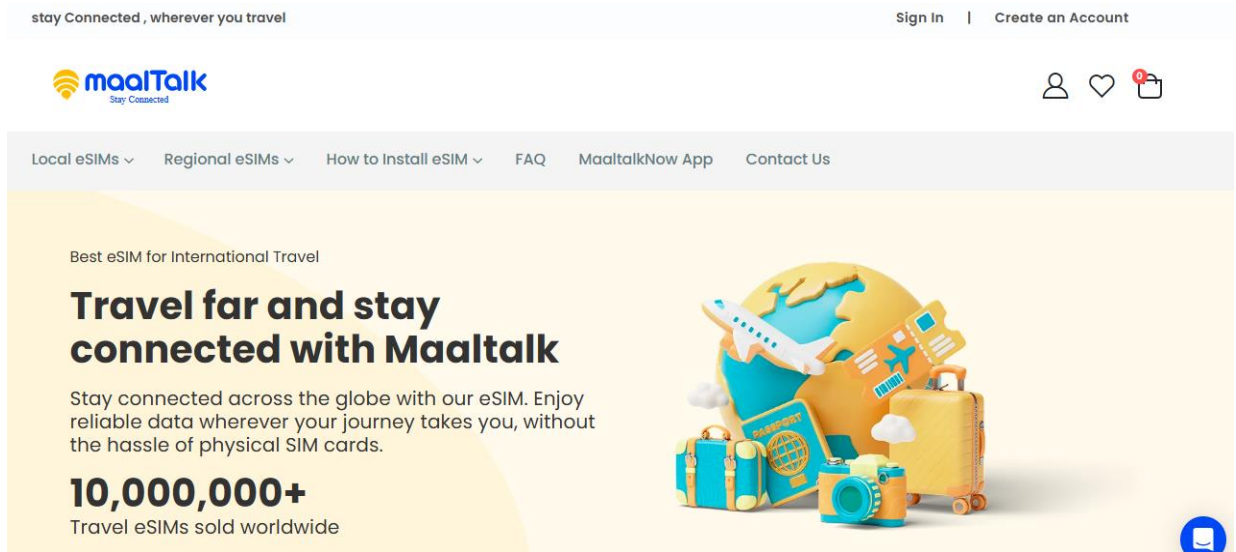


Case study of MaalTalk



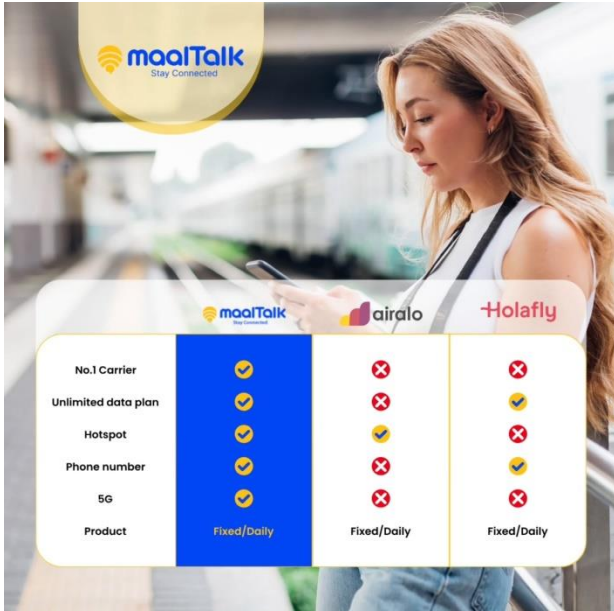
Project Details

[MaalTalk](#)

MaalTalk eSIM is a leading international eSIM provider, offering seamless connectivity across 150+ countries. By scanning a QR code, travelers can activate their eSIM instantly, eliminating the need for physical SIM cards and avoiding costly international roaming fees. Since 2017, MaalTalk has sold over 30,000 eSIMs per month by partnering with top mobile network operators (MNOs) worldwide. With a vision to keep travelers connected anytime, anywhere, MaalTalk has built a strong user base, serving over 2 million users annually and achieving 10 million+ cumulative sales.



Objective



MaalTalk eSIM faced challenges in scaling customer acquisition and driving high-value app installs. Despite a strong product and global presence, its digital marketing strategy lacked precision, impacting targeted growth and ROI. Poor SEO further hindered visibility, limiting organic traffic. To stay competitive, MaalTalk required a strategic approach, including keyword optimization, technical [SEO](#), and [content marketing](#), to enhance brand presence, improve rankings, and boost conversions.

The Challenges

At the start of the campaign, we conducted an in-depth analysis of MaalTalk's previous marketing performance across multiple countries to pinpoint 15 high-value regions with the greatest revenue potential. Targeting a global audience aged 25-44, our goal was to drive high-quality app installs, enhance customer engagement, and boost organic search rankings. To achieve this, we implemented a data-driven, multi-layered marketing strategy focused on influencer partnerships, ad optimization, and SEO enhancements.

Our approach included collaborating with travel and tech influencers to create engaging content tailored to our audience, optimizing Meta ads through various creative formats like explainer videos, memes, and roleplay content, and refining our SEO strategy with keyword-optimized blogs, [landing](#) pages, and technical enhancements. Additionally, we rigorously tested different ad creatives, analyzed performance data, and refined audience segments to improve engagement and conversion rates.

Despite challenges in identifying the most profitable audience segments, optimizing creatives for conversions, and addressing technical SEO gaps, our strategic testing and optimization efforts ensured success. By scaling high-performing ads in the most lucrative regions while maintaining cost efficiency, we significantly improved MaalTalk's digital presence, strengthened its customer base, and drove measurable growth across key markets.

International Travel Data eSIM

Stop Overpaying! Switch to MaalTalk eSIM

Get 5G Mobile Data for Travel **at 50% Less**

1GB	US\$3.00
3GB	US\$4.00
5GB	US\$7.00

BUY NOW

On All eSIMs **10% OFF**

Plan for 180+ Countries

**24/7 Customer Support
5G High Speed Internet**

maalTalk Stay Connected

Key Statistics

5.2M+
Impressions

\$2.22
CPI

29,602
Link Clicks

65%
Decreased cost per lead

Conclusion

Through a strategic combination of influencer-driven content, SEO optimization, precise audience targeting, and data-backed ad optimization, 247 Digital Marketing successfully helped MaalTalk eSIM scale its digital presence and drive high-value app installs. By refining campaign strategies and continuously optimizing ad performance, we ensured sustainable growth while maximizing return on investment. This case study highlights the power of a well-executed digital marketing and SEO strategy in transforming brand visibility and customer acquisition in the competitive eSIM market.

