

A Children's App was Seeking Cost Per Install of < \$5, and a Total of 5,000 Installs in 30 days

One week after campaign launch, we looked at all the data gathered and began making optimizations and moving budgets toward the strategies that were driving the most conversions. We began creating new strategies based upon our learnings and turning off strategies that were not working.

\$4.40

CPI after 30 day campaign, and 7,799 installs

75%

Increased budget and they asked us to continue the following month



How Orange 142 Delivered Results

LAUNCH STRATEGIES

- » **Behavioral Targeting:** Parenting Apps, Kids Game Apps (Elementary Age).
- » **CRM Modeling:** The client provided us with their current customer CRM file, which we used to create a lookalike audience.
- » **Re-marketing:** Targeted people who visited the landing page but did not download the app.
- » **Whitelisting:** We whitelisted apps that indexed highly for parents.
- » **Creative Testing:** Completed A/B creative testing to find what worked best.

OPTIMIZATIONS

- » Increased bid and spend on the remarketing strategy as the REM funnel had a chance to build.
- » Added additional adaptive segments to help weed out exhausted users from the re-targeting pool and adapt to users who were expressing interest by serving them more ads.
- » Blacklisted publishers where activity looked fraudulent.
- » Optimized spend to the best performing time of day 8PM-9PM.
- » Shifted budgets to the top performing states (TX, FL, CA & NY).

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