

Orange 142 Exceeded App Developer's Ambitious App Install Goal by 80%

An app developer approached Orange 142 for help in driving downloads of its unique app. The app was designed to provide peace of mind to parents and others who need to keep track of their loved ones' whereabouts. Given the competitive and crowded app ecosystem, this client wanted help in driving 500 installs over a two month period.

Prompting users to complete an app installation isn't easy. Even if an ad captures their user's attention and they click to install, they can get distracted in the process (research shows that the app install abandonment rate across the industry is 25%). Succeeding in meeting this campaign goal would require identifying those users who value the peace of mind the app provides.



Orange 142 solutions

Orange 142 launched a multi-pronged campaign designed to hone in on people mostly likely to use the app: Parents whose children are old enough to have a cell phone and travel to and from school or friends' houses by themselves.

CONTEXTUAL TARGETING

Ads were placed alongside brand-safe and parent-oriented content.

BEHAVIORAL TARGETING

We focused all ads on parents of children aged 10 to 17.

APP TARGETING

We looked for device IDs with similar app downloads.

LOOKALIKE MODELING

Our proprietary algorithm created a seed audience from conversion data and targeted consumers who are similar to ones that were converting.

CUSTOM SEGMENT TARGETING

Parents of "tweens". And we used subscriber data to isolate Android and iOS users.

RE-MARKETING

Targeted consumers who visited the app developer's website but didn't install the app

WEBSITE TARGETING

We targeted parenting websites with specific content around parenting teens.

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Optimizations

After a week, we re-examined all of the audiences and tactics of the campaign, with an eye towards optimizing to drive better results. As a result of our analysis, we completed the following::

- » **Behavioral:** We shifted more dollars into the custom “tween” segment because it was driving more installs than the off the shelf behavioral segment.
- » **Segments:** Once we started driving installs we created “adaptive segments” to push users toward activation of the app.
- » **Local Site PMP:** We saw that one of the parenting sites was outperforming the rest, so we reached out to them directly for a PMP deal
- » **Lookalike Targeting:** Was one of the best performing strategies, so increased budget allocation and decreased budget on lesser performing strategies
- » **Retargeting:** We increased bid and budget as the retargeting pool grew.
- » **Created new Adaptive Segments:** We created segmented users to suppress future ads as we analyzed results and discovered the right frequency of messaging to drive conversions.

Thanks to our careful planning, testing and immediate optimization, we exceeded the clients expectations by delivering 902 completed installs at the end of the 60-day campaign.

Resulting in 80% better than the client’s goal.

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