

Case Study for APP INSTALL(IOS APP STORE/GOOLE PLAY STORE)

To get more mobile App installs for IOS and Android mobile and also help to increase awareness about client’s business/service/App.



Challenge

The main challenge for this account was to get more App Installs with low Ad Spent \$50 for 7-8 days as they were newly starting Facebook ads.

Results

Over a period of time we saw a steady increase in number of App Installs. The cost per App Install has been consistent in getting more App Installs.

Process

We started the campaigns by testing few ads with different Headline & Description. These ads performance has been increasing and App Installs started flowing.

- To decrease the cost per App Install. Below are few more strategies we applied on the campaigns.
- Appealing ad banners
- Proper Targeting
- Pausing the non performing Ads
- Daily Monitoring
- A/B testing to see the performance of the Ads

Comparison

1st Week

Results	Reach	Impressions	Cost Per Result (Per Mobile App Install)	Amount Spent
0	13,551	17,254	-	\$50

2nd Week

Results	Reach	Impressions	Cost Per Result (Per Mobile App Install)	Amount Spent
139	58,909	69,685	0.36	\$50