CONSUMER ACQUISITION
MOBILE APP ADVERTISING

Marketing Partners

AUTOGRAVITY

Case Study

AutoGravity

OBJECTIVE

AutoGravity makes car financing fast and easy. Browse any brand, from Ford and Toyota to Mercedes-Benz, for car loans or leasing a car online.

GOAL

Reduce mobile app cost per completed credit application while scaling volume using both Facebook and Instagram acquisition channels.

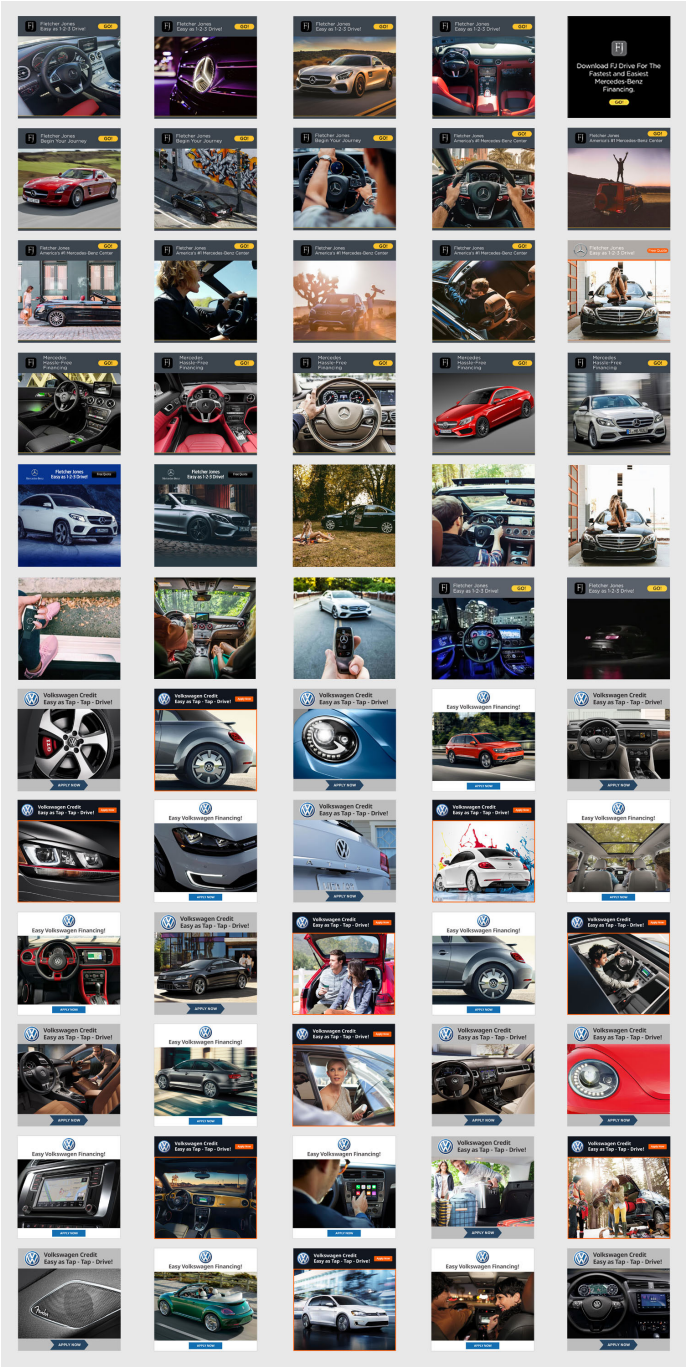
OUR SOLUTION

AD FORMAT

Mobile app install ads on Facebook and Instagram.

CREATIVE STUDIO

We created +175 images, +15 carousels, +12 videos, +40 ad copy/headline variations and built +30 custom and lookalike audiences to drive high-converting audience expansion.



RESULTS

62%	240	40%
Increase in customer applications	Creative assets generated	Reduction in cost per applicant

Serge Vartanov | Chief Marketing Officer | **AUTOGRAVITY**

"ConsumerAcquisition's nonstop approach to creative testing and automotive experience lowered cost per applicant 40% while scaling volume 60%. By leveraging their Creative Studio, they produced dozens of creative concepts and developed hundreds of variants to drive new insights and conversions. If you're looking for fresh creative that meets your financial goals, look no further."