



Case Study Brainwell



O B J E C T I V E

Monclarity provides personalized, cognitive fitness training via its unique app - Brainwell. The App offers 50 different game-based exercises targeting important brain functions like memory, attention, critical thinking, language skills and more. Monclarity had previously worked with a variety of Facebook marketing partners for mobile app user acquisition, and they were unable to reach their CPA goals. Monclarity engaged Consumer Acquisition to reduce their cost per free trial while scaling efficiently.

G O A L

Reduce cost per mobile app install and cost per free trial while scaling spend efficiently.

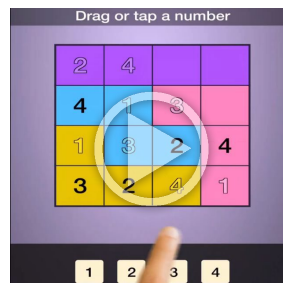
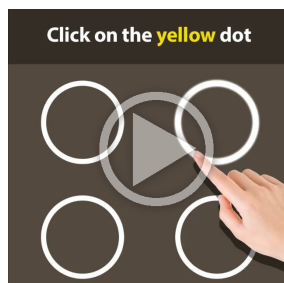
O U R S O L U T I O N

RESULTS

71.9%
Reduction
in CPI

54.9%
Reduction
in CPA
(cost per free trial)

AD FORMAT	Mobile app install ads on Facebook and Instagram.
CREATIVE STUDIO	a/b tested +155 videos and +230 text variations.
BIDDING & BUDGETING	Leveraged AdRules automation to optimize +500 ads and reduce CPI and CPA while scaling spend efficiently.
FIGHTING CREATIVE & AUDIENCE FATIGUE	Multi-variate testing of creative and targeting combinations produced a CTR increase of 120% and expanded the target audience of net new users.
RESULTS	<ul style="list-style-type: none"> - Reduced cost per mobile app install by 71.9% vs. other Facebook partners. - Reduced cost per free trial by 54.9% vs. other Facebook partners



Alex Tikhman | Executive Vice President | **MONCLARITY**

"We're very proud of our innovative Brainwell App to help people of all ages. However, Facebook ad spend with other partners proved unsuccessful. **Consumer Acquisition's unique Managed Services solution, Creative Studio and highly efficient AdRules Platform has yielded our most rapid high-quality new user growth.** This team knows how to scale Facebook and generate creative at scale!"