



Case Study Checkout 51



Objective Checkout 51 is a mobile app that helps consumers save on brands that they love. Their objective was to profitably acquire registered mobile app users at scale on Facebook and Instagram for both their iOS and Android apps.

Goal Checkout 51 works with a variety of partners to manage user acquisition on Facebook and Instagram. While other partners have been able to meet their cost targets, Checkout 51 was looking to increase the volume of new users at the right price.

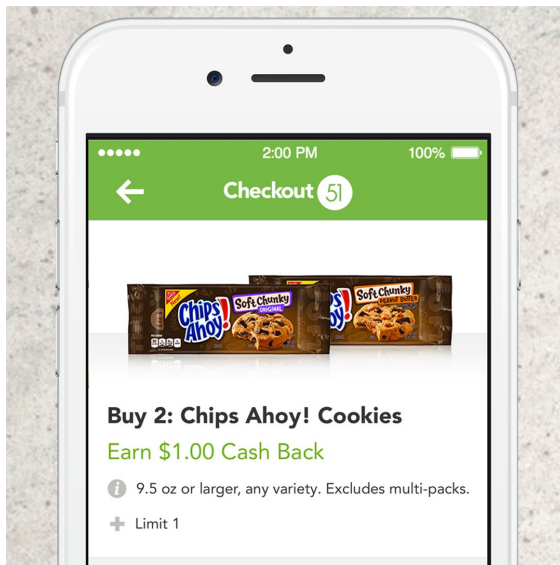
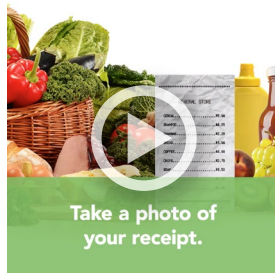
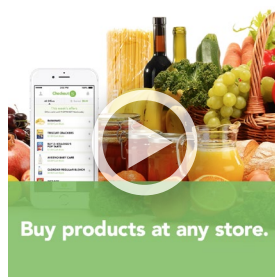
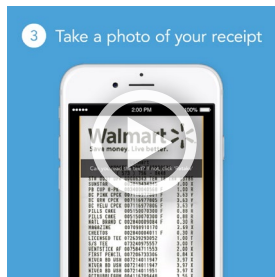
Format Mobile app install ads on Facebook and Instagram.

Creative Studio On the 4th day of testing, we found a creative winner that produced a cost per registration -54% below Checkout 51's cost target. We were able to reach massive scale in our first full month, spending +\$1 million while maintaining a 50.2% reduction in cost per registration vs. their cost target.

RESULTS

+1million
Spend in 1 month

-54%
Cost Per
Registration



Noah Godfrey | Founder | **Checkout 51**

"Consumer Acquisition has helped us grow our app installs and has done so while beating our cost targets by -54%. They have excelled in a/b testing and have discovered new creative strategies through their rigorous testing. They have successfully scaled our spend to +\$1 million and we look forward to continue to work with them to find new areas to grow."