



Case Study MobilityWare



OBJECTIVE



MobilityWare is a gaming company that brings addicting games like the #1 solitaire game in the App Store and slots to your mobile phone. MobilityWare wanted to scale mobile app install volume for their both solitaire and slots games. They looked to ConsumerAcquisition.com to help maximize their growth in the U.S. and around the world.

Goal: Maximize the amount of mobile app installs for each Slots and Solitaire. Generate installs at or below target CPIs.

OUR SOLUTION

RESULT

Cost Per Install

30%

CPI Below client's goal

OPTIMIZATION

+100 Facebook, 20 carousel images, and 30 Instagram images tested

SCALE PERFORMANCE

+380 interest groups and +50 lookalikes created and tested

INTERNATIONAL EXPANSION

Targeted Singapore, Philippines, Norway, Netherlands, New Zealand, and Denmark

BIDDING & BUDGETING

Leveraged AdRulesTM, in-house technology, to fine tune bids and budgets

RESULT

Mobile App Volume

+2000%

increase in app volume over 90 day sprint



Issei Shimizu | User Acquisition Manager [MobilityWare](#)

"Consumer Acquisition scaled our mobile app install volume while beating our aggressive CPI targets. They tested hundreds of images, audiences, and ad copy to quickly deliver results. The team took a quantitative approach to optimizing results from various countries. They quickly re-formatted winning creative for Instagram and introduced us to a new audience. This company knows mobile app install marketing!"



T E S T I M O N I A L S



Manu Sharma | [ShopKick](#)
VICE PRESIDENT, GROWTH
AND DATA SCIENCE

"ConsumerAcquisition has delivered amazing results from mobile app install advertising on Facebook. **With a relentless focus on creative testing and audience expansion, this team has reduced our cost-per-install, increased user engagement and delivered profitability at scale.** The cost savings vs. other agencies and bid management solutions has been tremendous. "



Sean Fox | [Bills.com](#)
CO-PRESIDENT AND CHIEF
REVENUE OFFICER, FREEDOM
FINANCIAL NETWORK

"ConsumerAcquisition helped us establish our Facebook user acquisition channel, trained our team and then handed over all the accounts. By working closely together, we grew the channel meaningfully in two quarters and continue to build our Facebook business with the approach ConsumerAcquisition installed. In addition, they provided some great feedback and ideas to optimize our landing pages that help lift conversion rates meaningfully. **Facebook is tough to conquer, but this team brings tremendous knowledge and experience to that task and gives you a great shot at success.**"



Tyson Woeste | [TrueCar](#)
VP MARKETING

"ConsumerAcquisition pairs deep automotive experience with an impressive track record for Facebook advertising. They worked with us to build our Facebook acquisition channel on the web, optimized ad spend for both new and returning users to meet our cost targets. They've also impressed me by driving an incredibly low cost for mobile app installs. **These guys are all about performance, and I recommend them to any company who wants to grow.**"



Ramneek Bhasin | [TheFind.com](#)
GM MOBILE & VP PRODUCTS

"**ConsumerAcquisition is an absolute world-class organization that brought tremendous growth and efficiency to our paid acquisition efforts.** They work with us across both mobile and paid search user acquisition, significantly outperforming all our previous Ad agencies. They learned our business quickly and massively scaled both business lines. As if that wasn't sufficient, they continue to impress us with their deep analytical approach at increasing ROI, incredible attention to detail, and last but not least — 24/7 responsiveness. "



Jim Miller | [OnlineConvergence.com](#)
FOUNDER AND CEO

"We hired ConsumerAcquisition.com to help us grow our app installs. Brian and his team have worked hard testing lots of new creative and strategies to find concepts and creative that work. **They increased our mobile installs more than 600% while maintaining our cost-per-install.** Their constant testing and determination have helped our company increase growth and find new areas of opportunity."



Doug Wheeler | [Real Networks](#)
VP MARKETING

"**ConsumerAcquisition is relentless in their pursuit of growth and optimization of subscribers and app installs on our behalf. They have decreased cost-per-install and increased mobile installs 1000%.** They work with our team to optimize Facebook & Twitter mobile app installs, Google paid acquisition and landing pages. They have successfully scaled our business and we continue to be impressed with their 24/7 responsiveness. "

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