



Mobile App Install Acquisition on Facebook for iOS & Android

OBJECTIVE

Path is a social networking-enabled photo sharing and messaging service for mobile devices. The service allows users to share with their close friends and family. Path had worked with several other Facebook agencies for mobile app install acquisition, but they were unable to scale at the right cost-per-engaged user. Path's objective was to reach the right engaged users, grow volume and reduce the cost per mobile app install.

RESULT

Decreased
CPI

70%

reduction
in cost-per-
install

RESULT

Geographic
Scale

Grew and
maintained
volume of
Indonesian
mobile app
installs

OUR SOLUTION

AD FORMAT

Mobile app install ads on Facebook's mobile news feed & Audience Network

TESTING

Heavy image and copy testing increased CTR, decreased CPI and increased engagement

OPTIMIZED BIDDING & BUDGETING

Leveraged our proprietary bidding platform to automate bidding and reduce cost-per-app install by 70%

MAINTAIN PERFORMANCE

Geographic radial testing, Lookalike Audience testing and Interest group testing drove sustained high-quality volume and engagement



Nate Johnson | VP of Marketing, Path

"ConsumerAcquisition delivered amazing results from mobile app install advertising on Facebook. They reduced our cost-per-install and opened new Indonesian markets for acquisition. Many Facebook agencies promise results, but these guys delivered and outperformed all other agencies. Their creative growth hacking and bid management solution was a tremendous advantage for us."



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. "

KICK YOUR MOBILE APP **ADVERTISING** UP A NOTCH

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