



# Case Study Playdraft



## OBJECTIVE



Draft is a head-to-head fantasy sports app offering the chance to win cash & prizes in daily and weekly fantasy games. Draft's goal was to decrease user acquisition costs while increasing the volume and quality of users. They turned to Consumer Acquisition for our expertise in Facebook and Instagram mobile app install advertising and experience in the fantasy sports category.

## OUR SOLUTION

### RESULT

Cost Reduction

**-70%**  
CPI

### AD FORMAT

Mobile app install ads on Facebook & Instagram

### OPTIMIZATION

Created and tested +250 images; +375 audiences; +100 optimization tests

### BIDDING & BUDGETING

Leveraged AdRules™, our in-house technology, to create a custom algorithm tuned for fantasy sports

### MAINTAIN PERFORMANCE

Created dozens custom sports audiences using official NFL & MLB statistics, brands, weather patterns, fantasy rankings and all-star voting which delivered new users.

### SCALE PERFORMANCE

Created 100s of dynamic lookalike audiences from Draft's most valuable customers helping to drive 100 fold increase in installs during our NFL & MLB engagement.

### RESULT

User Growth

**+100**  
FOLD  
INSTALLS



Jeremy Levine | CEO [Playdraft](#)

"ConsumerAcquisition brought a rigorous, statistically-driven approach to Facebook user acquisition that meshed well with our fantasy sports offering. They understand fantasy sports and our users, and systematically worked through hundreds of quantitative tests to deliver a massive increase in users. **Their technical capabilities helped us increase our user base 100 fold while also reducing our acquisition cost a staggering -70%.** These guys are the best at Facebook & Instagram mobile app installs, PERIOD!"



# 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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