



Mobile App Install Acquisition on Facebook for iOS & Android

OBJECTIVE

TheFind is an ecommerce company that searches all the stores on the web to find the right products at the best prices. They were working with another Facebook agency for mobile app install acquisition, but they were unable to scale or meet KPI targets. TheFind's objective was to significantly reduce the cost per mobile app install, scale volume of installs, maintain a low CPI and acquire engaged users. Collaboration and communication with TheFind's internal marketing team was critical to success.

OUR SOLUTION

RESULT

Cost-Per-Install (CPI)

+60%
 reduction
 in CPI

RESULT

Mobile App Volume

+600%
 increase in
 monthly
 mobile app
 install volume

AD FORMAT

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

TESTING

Our initial focus was heavy image and ad copy testing to increase CTR and drive down CPI

CPI REDUCTION

+60% reduction in cost per install achieved as a direct result of improved creative generating higher CTR% and better conversion rate to install

INCREASED VOLUME

Increased Volume: 600% increase in monthly app install volume while maintaining reduced CPI

MAINTAIN PERFORMANCE

2,000+ pieces of creative, ad copy variations, custom audiences and keyword clusters were produced and tested over 18 months to maintain volume, CPI and engagement

APP STORE OPTIMIZATION

12% conversion rate increase from click to install achieved by a/b testing graphics



Ramneek Bhasin | GM Mobile & VP Products TheFind.com (acquired by Facebook)

"ConsumerAcquisition is an absolute world-class organization that brought tremendous growth and efficiency to our paid acquisition efforts. They quickly showed a massive reduction in cost per mobile app install, then scaled fast while maintaining strong performance. With 100% transparency and a determined focus on results, ConsumerAcquisition functions as an extension of my internal marketing team and allows us to scale faster."



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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