

# Case Study for APP INSTALL (IOS APP STORE/GOOLE PLAY STORE)

To get more mobile App installs for IOS and Android mobile and also help to increase awareness about client's business/service/App.



## Challenge

The main challenge for this account was to get more App Installs with low Ad Spent \$50 for 7-8 days as they were newly starting Facebook ads.

## Results

Over a period of time we saw a steady increase in number of App Installs. The cost per App Install has been consistent in getting more App Installs.

## Comparison

### 1st Week

Results	Reach	Impressions	Cost Per Result (Per Mobile App Install)	Amount Spent
0	13,551	17,254	-	\$50

### 2nd Week

Results	Reach	Impressions	Cost Per Result (Per Mobile App Install)	Amount Spent
139	58,909	69,685	0.36	\$50

## Process

We started the campaigns by testing few ads with different Headline & Description. These ads performance has been increasing and App Installs started flowing.

- To decrease the cost per App Install. Below are few more strategies we applied on the campaigns.
- Appealing ad banners
- Proper Targeting
- Pausing the non performing Ads
- Daily Monitoring
- A/B testing to see the performance of the Ads