



# Case Study Path



## 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

<b>AD FORMAT</b>	Mobile app install ads on Facebook's mobile news feed & Audience Network
<b>TESTING</b>	Heavy image and copy testing increased CTR, decreased CPI and increased engagement
<b>OPTIMIZED BIDDING &amp; BUDGETING</b>	Leveraged our proprietary bidding platform to automate bidding and reduce cost-per-app install by 70%
<b>MAINTAIN PERFORMANCE</b>	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."