



# 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™ (superscript), 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!"