



# Case Study Real



## OBJECTIVE

Increase Facebook mobile app installs while reducing CPI. New users should convert to subscribers at the normal rate.

### RESULT

Mobile App Volume

# 319%

increase in monthly app installs

### RESULT

# -44%

reduction in CPI

### RESULT

Proved Facebook is more efficient than Google on all KPIs

## OUR SOLUTION

+150 images created & tested, drove 62% reduction in CPI

+300 audiences tested, 65% volume & subs came from keyword clusters

35% CPI reduction came from +50 a/b ad copy test

-23% CPI achieved moving into Facebook's native tools & leveraging oCPM

27% increase in web conversions achieved through landing page optimization



Doug Wheeler | VP Marketing [Real Networks](#)

"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 acquisition and landing pages. They have successfully scaled our business and we continue to be impressed with their 24/7 responsiveness."