# Case Study:

CPI for High Life-Time Value

Tracking App Installs for Food Delivery App

Goal: Correctly measure and attribute app installs on mobile devices

Channel: High performing mobile apps (320x480 display creative units)

Targeting: Geo targeted users in NYC, in-market for lunch within 1 square mile of a specific restaurant

App Installs over Time

Legend: ■ Imp ■ Rev ■ Clicks ■ Conv
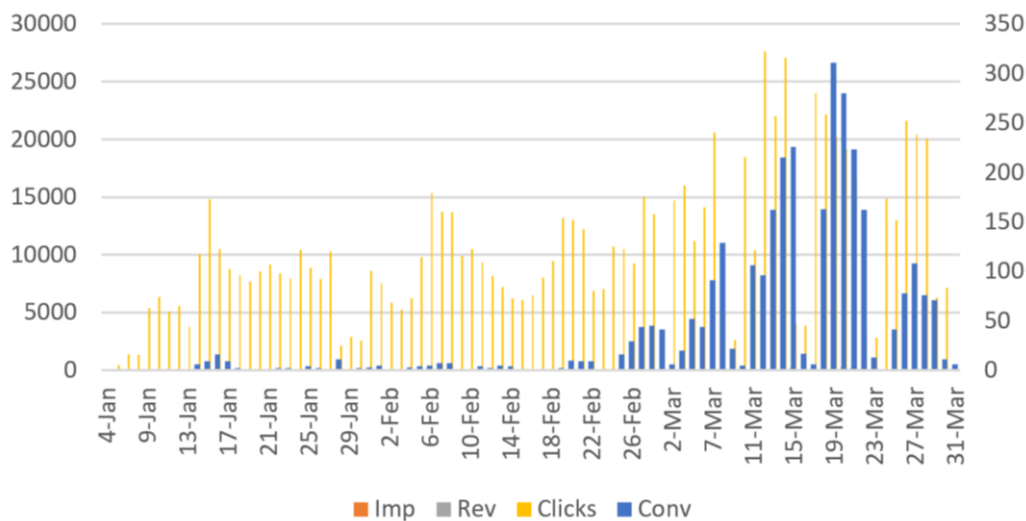
Results: $2 Cost Per Install

With detailed optimizations across apps, time of day, day of week, and top performing geo pockets, we were able to increase performance. After ~1 month, app install volume grew significantly and cost pers came in at $2.

Frequency played a major factor in performance. We found that showing the user an ad an avg of 5-6 times on high profile apps led to brand familiarity and a more efficient conversion rate.