

CASE STUDY

[CPI_sports_mobile_app]

The Challenge

A mobile app in the sports space uses RAD to run Facebook/Instagram and Snapchat ads. The App is ranked in the top 100 in for the US iOS store and top 75 in the US Android store. The goal of our ad campaigns on Facebook was to drive CPIs under \$2.40. For Snapchat, installs were cheaper on (\$0.85 – \$1.40 each), but usage quality was poor. Overall ranking for both for the category and specific keywords did help drive organic growth, but Snapchat quality was suspect. Facebook install and usage rates were higher and the quality improved by over 300%. However, Facebook CPI rates ranged between \$2.50 and \$3.80. Using influencers on both platforms provided to blend down the overall CPI rate by 20-40%.

Hypothesis

Using TikTok Influencers to create content then amplify that content using TikoTok ads marketplace would produce unparalleled results. Rad would use RAD influencers activated on TikTok and produce results that drive high quality installs.

Influencers
Activated

20

Total
Followers

9,506,007

Total
Engagements

4,256,114

Cost Per View

\$0.018

+219%

Total
Clicks

187,601

Cost Per
Install

\$1.63

+41,863

+250%

Based on industry benchmarks RAD's CPV rate @ **\$0.018** was **250% better** than industry benchmarks

Based on market and industry benchmarks RAD's CPE (performance) **was 2000%² better** than industry averages on Facebook and Instagram

Engagement rate

20.91%

+500%