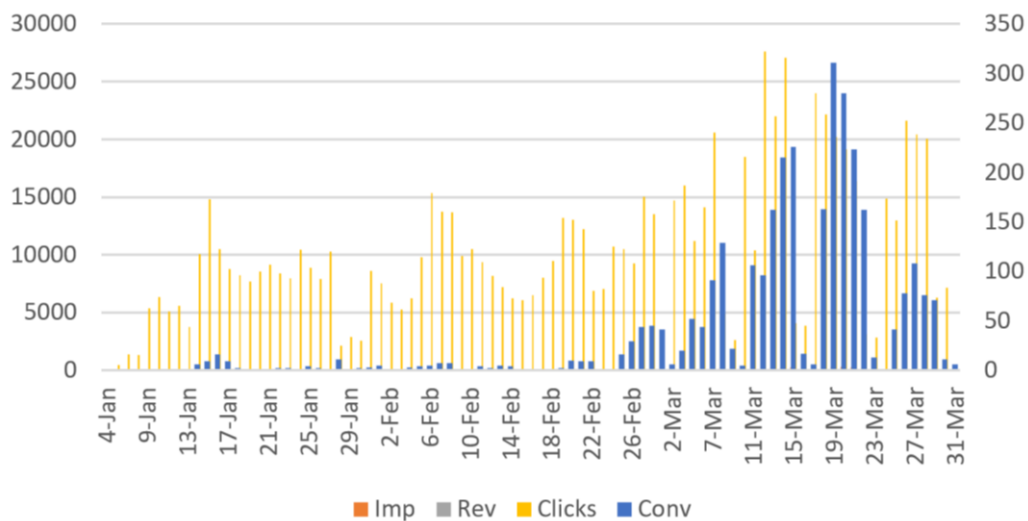# Case Study:

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

Results: $2 Cost Per Install

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

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