



DIGITAL
A Harte Hanks Company

Mobile Acquisition Beyond Installs

Driving Efficient Acquisition
Through Down-Funnel Data



CLIENT

A mobile application that connects users to paid health care service after a free trial period. Users interact directly with licensed health professionals from the app, receiving coaching, care, and prescription services.

CHALLENGE

For this mobile-first company, target conversions include app installs and a post-install registration. As revenue is ultimately driven by paid in-app events, the client was looking to fully understand the impact of their paid media. We wanted to analyze ad performance not just in terms of installs and shallow interactions, but down to paid conversions and quality users.

SOLUTION

3Q worked with the client to set up a UTM parameter pass-through from ad destination URLs to the client's mobile attribution provider. This allowed us to match up our front-end campaign data with post-install data. By matching these data points, we began to optimize to down-funnel actions that drive revenue, not just surface-level events like installs. Because UTMs are being passed at the channel, campaign, and keyword levels, this data informs everything from bid changes to budget allocation.

RESULTS

Initial improvements in CPIs and CPCs were the result of our Alpha-Beta and Social Framework implementation at scale. By April we had started receiving an actionable amount of down-funnel data, the post-install performance. As the team optimized to that data, shallow performance (like CPCs and CPIs) appeared to be poorer, slowly rising (see Figure 1). However, the post-install performance told a different story. Conversion rates to our true goal, paid in-app registrations, continually improved (see Figure 2). These improvements in CVRs demonstrated that, though we were paying more for the traffic, we were getting in front of significantly more qualified users.

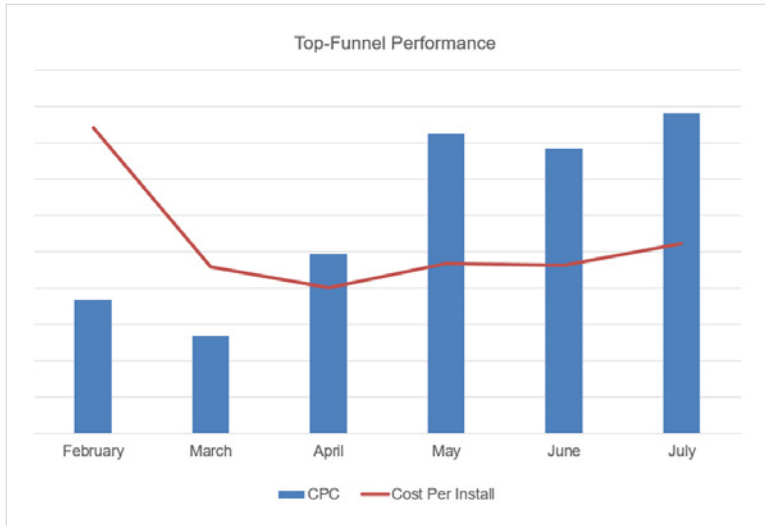


Figure 1



Figure 2

Editor's Note: performance slowed in June when a competitor launched for the first time in the client's secondary acquisition channels.

The higher-quality audience we attracted (as indicated through CVR) was worth the cost of traffic when you look at actual acquisition costs. For paid in-app registrations, we saw increased acquisition efficiency of 43% from February through July (see Figure 3). By optimizing to the KPIs that matter most to the client, rather than only taking into account platform-level data, we were able to ultimately acquire quality customers at significantly greater efficiency.



Figure 3



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