



Mobile Expansion: Local, Web, and App



Client:

A web-based Fortune 500 company seeking to expand its global audience.

Challenge:

Realize fast, significant global user acquisition via mobile web and app install campaigns, with performance in line with the portfolio CPA/I goal.



Execution:

We approached expansion on a number of fronts beyond simple increased spend in existing campaigns. These strategies included:

- Sourcing new partners who have strategically valuable inventory that aligned with the client's goals and brand
- Expanding the client's creative set to utilize video, native, non-standard display, interstitials, and value-exchange based units
- Testing different creative CTAs through rigorous A/B testing
- Deploying regionally dynamical creative assets that were localized both in design and language to their corresponding territory
- Our analysis proved that app installs drive higher-quality users in terms of usage and retention than mobile web. We successfully migrated the client's highest growth channel from mobile web to app installs.



Results:

In the beginning of 2014, mobile accounted for only 2% of the client's overall spend and conversion volume. Aggressive growth of the mobile web over the next 16 months helped the channel account for 40% of total spend and conversion volume, while staying below the client's CPA/I requirements.

App installs accounted for fewer than 1% of mobile conversions at the start of 2015. By the end of April, app installs represented 5% of mobile conversions.





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