

3Q CASE STUDY

B2C MOBILE APP

Improving CPA by 30% via split testing
and in-stream video placements



CLIENT

A mobile app that focuses on early education for children ages 2-8. The client's service offers personalized learning plans, with proven results for teaching fundamental reading skills.

CHALLENGE

The client found one primary acquisition audience that worked for them consistently but was suffering from creative fatigue. They had historically emphasized static image ad units in their testing. 3Q recommended diversifying their creative formats as well as diversifying some of the placements to align with the new ad units. The goal was to find new ways to reach and activate the audience, in order to drive further improvements in CPA.

SOLUTION

3Q provided the client's creative team with a list of strategic recommendations, which included utilizing more in-app graphics. The goal was to use video to show the experience of using the app, and to test this video across multiple Facebook ad placements.

The client developed several different videos for more advanced testing. When testing the new ad units in new placements, 3Q needed to combat the following historical problems: First, legacy ads often received the vast majority of impressions, so new ad contenders did not get enough volume to compete effectively. Second, adding new units to existing ad sets opened up the possibility of unclean data; a user could be served multiple ad variations, so we couldn't be sure what's truly driving performance.

In order to drive clean, accurate learnings about the new ads' impact on CPA, 3Q leveraged the following tactics:

- Used the Split Testing function to test the four new videos in an ad set targeting the known top-performing Lookalike (LAL) audience.



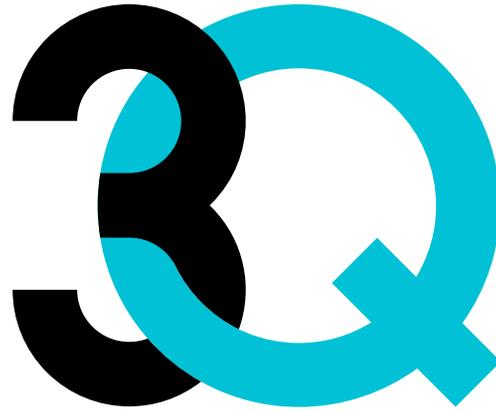
SOLUTION (CONT'D)

- Consolidated ad placements to any format that worked well with video: feed, Instagram, in-stream video, Stories, etc. We knew that once we found what performed well with these assets, we could go back to a segmented structure in the regular ad sets and exclude all but the efficient placements.
- Launched an identical Split Test with another audience. Launching in a second audience was important because the top LAL consistently performed better than every audience tested. We wanted to be sure that any strong CPAs were due to the creative/placement variables, rather than an already-strong audience, prior to expanding this strategy across the account.

RESULTS

Using this testing structure, the 3Q team was able to identify that 15-second video ads on in-stream placement outperformed standard static image ads for this client. Comparing the three weeks before to three weeks after implementation of this testing strategy, **CTR increased 66%**. The client primarily measures success through the start of free trials within the app - in this period, **Trials (conversions) increased 16% and Cost Per Trial (CPA) decreased by 30%**.

They also identified the top-performing video variation and launched this variation across the rest of the ad sets in the account. When launching the new ad, the team tailored the placements to include top performers, primarily in-stream video. Comparing month-over-month, **average daily installs doubled** with the expansion of this video in In-stream placements. Overall, this test drove the strongest Cost Per Trial in the account's history; the client's creative team shifted resourcing to continue producing similar videos for further testing.



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