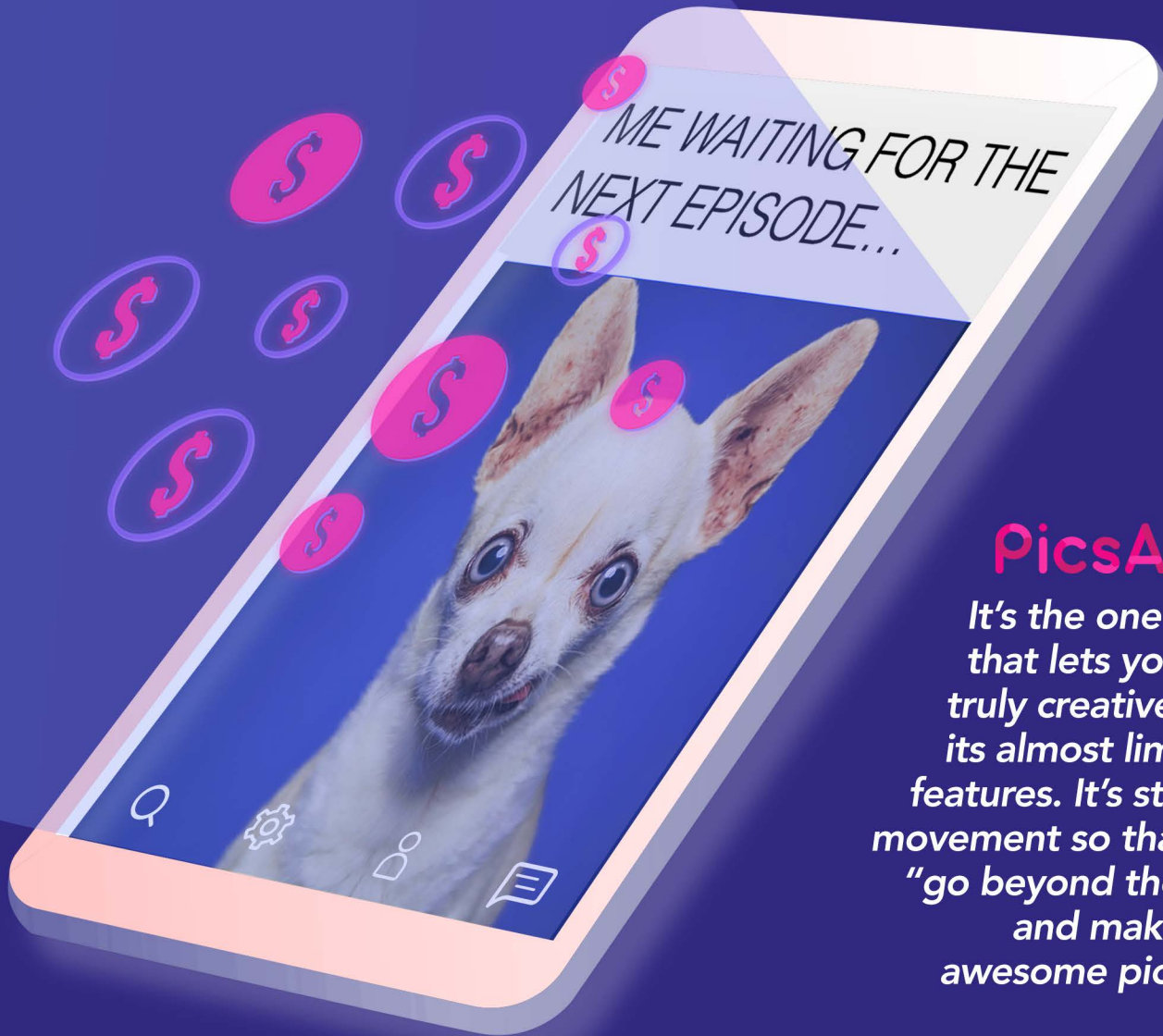


How **OPN** optimizes

Opn helped drive down cost metrics and drive up conversion metrics for PicsArt



PicsArt

It's the one app that lets you be truly creative with its almost limitless features. It's starting a movement so that people "go beyond the filter" and make awesome pictures.



About PicsArt

PicsArt makes it easy to step-up your photo editing game, make amazing images and share with friends.

Picsart was able to define specific goals and KPIs for their user acquisition campaign that would ensure positive ROAS.

How optimizes

The Events and KPIs that were important to PicsArt were:

- Conversion Rate
- Install to Trial Start Rate
- Trial Start to Purchase Rate
- Cost Per Trial Start
- Cost Per Subscription

In order to drive down the "Cost Per" metrics Opn focused on actively optimizing the conversion metrics.

Starting with a wide targeting criteria Opn was able to narrow in on the placements and creatives that drove the best downstream metrics, while constantly testing new placements in order to deliver meaningful volume.

Over the first three months Opn was able to dramatically improve all conversion metrics, and in-turn drive positive ROAS.



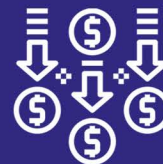
225% improvement
in Conversion Rate



142% improvement
in Trial Start Rate



213% improvement
in Trial Start to Purchase Rate



30% reduction
in Cost Per Trial Start



67% reduction
in Cost Per Subscription