

CASE STUDY: DATING APP

OBJECTIVE:

Deliver new user installs while optimizing to registration and in-app engagement.

APPROACH:

- Given an initial test budget and pre-defined KPIs, Opn set out to deliver quality installs to meet the registration and engagement metrics set out by the advertiser.
- Post-launch Opn worked to develop an optimization strategy – closely monitoring the data flowing into the advertiser’s MMP and optimizing placements where the offer was driving quality installs and yielding registrations in the app.

RESULTS:

- After the first month the advertiser was so happy with the user quality, engagement and ROAS that they more than doubled their budget. Opn evaluated additional supply and tested in new placements, while maintaining a disciplined optimization cadence focusing on post-install metrics.
- After five months, the new user volume had increased 10x from the initial test, and the advertiser added two more of its brand offers and UA budget to Opn. In total, the monthly new user volume across all offers now exceeds 15x the original volume.

New User Growth
200%
MONTH 1 VS MONTH 2

Over
800,000
NEW USERS

New User Volume
X15
MONTH 1 VS MONTH 5

OPN