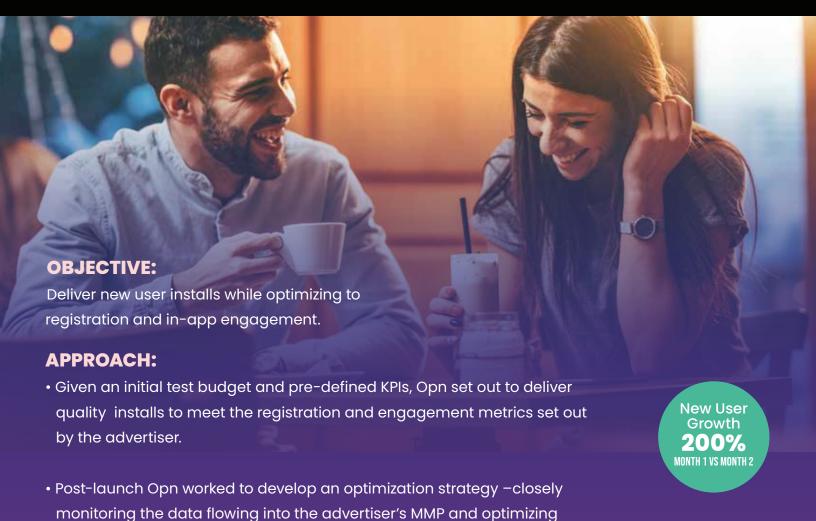
## **CASE STUDY: DATING APP**



**RESULTS:** 

registrations in the app.

 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.

placements where the offer was driving quality installs and yielding

 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 Volume X15 MONTH 1 VS MONTH 5

