

Facebook drives low cost mobile app installs

Blinkbox Music, the digital music service of Tesco's entertainment group is a newly launched app that allows users to choose from thousands of music stations for free.

Approach

Working with Blinkbox's agency Arena Media, Adaptly built a campaign strategy to test Facebook as a platform to drive mobile app installs and to gather learnings & insights for optimisation. To deliver the best results, the campaign was approached by:

- Utilising Facebook's native format for mobile app installs to drive qualified traffic to the iOS and Google Play app stores and ultimately app installs of the Blinkbox music app.
- Segment audiences and test targeting by; demographic, Operating System, connectivity & interest targeting – to gain key learnings.
- Tailor creative combinations of copy and images for each relevant audience including seasonal messaging during Christmas and Valentine's day.
- Provide ongoing recommendations on best performing target audiences and creative combinations to improve performance.

Results

- In the first month of activity, Facebook delivered a cost- per-install 62% lower than other channels, and 55% lower than target.
- Facebook surpassed expectations, delivering better than all other mobile display sites & social channels.
- Since then, Blinkbox Music has continued to invest in Facebook's Mobile App Install unit and we have delivered a number of installs 70% higher than target.



70% higher than target.

Testimonial

“Social is a fundamental component of our DR activity and we have been really impressed with the Facebook results delivered by Adaptly. The flexibility of Facebook ads has meant we can tailor ad creative and target specific audiences based on our internal data insights.”

— Tony King, Senior Customer Acquisition Manager

Adaptly