

Case Study

How Restorando increased the volume of its mobile app installs while decreasing overall CPI



Restorando is the leading online reservation platform for restaurants in Latin America with a presence in 8 countries and 18 cities. Their focus is to deliver technologically advanced and user friendly products to create an online reservation culture in Brazil, Mexico, Argentina, Chile, Colombia and more.

GOAL

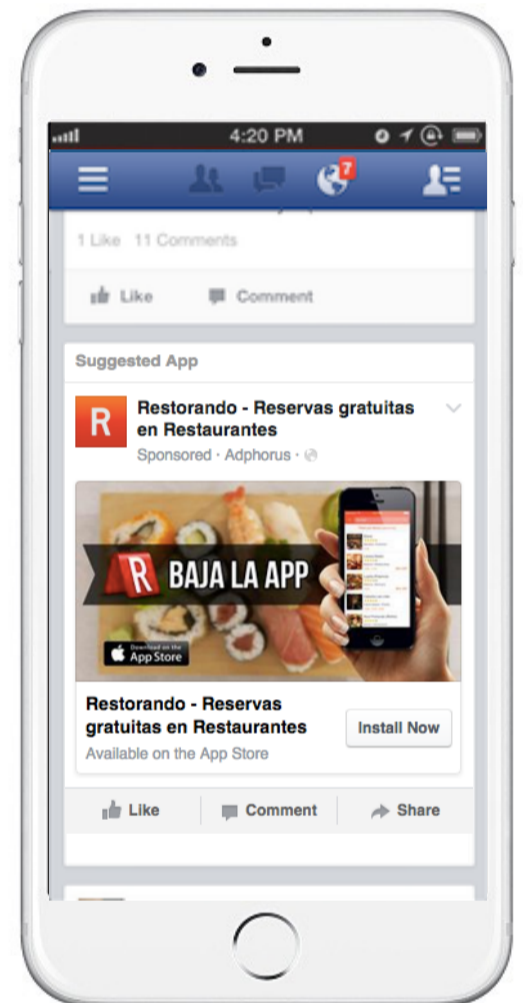
Restorando's main objective was to generate mobile app install ads to acquire high-value users at a reasonable cost through Facebook channel.

STRATEGY

Restorando and Adphorus teams worked together to find the best performing bidding type and targeting options while testing various types of audiences. In addition to the optimal campaign structure, Adphorus' predictive optimisation engine Marvin played a leading role in scaling and hitting their KPIs.

RESULTS

Restorando increased its overall **Mobile App Install volume by 207%** and **decreased overall Cost per Mobile App Install by 65%** as a result of a well-planned testing process.



of App Installs
207% higher



CPI
65% lower



CTR
139% higher

Facebook features used

- Website custom audiences
- Mobile app custom audiences
- Lookalike audiences
- Facebook mobile app SDK

“ After a lot of work from our marketing team, the support of our account manager at Adphorus and the tools they provide us, we were able to increase our app installs rate and decrease the CPI we were paying before. This way we increased in reservations using the same budget. ”

Leandro Barreira
Online Marketing Regional Team Leader, Restorando