

# ABBYY MOBILE

## SUCCESS STORY

TOP INTERNATIONAL DOCUMENT RECOGNITION COMPANY USED FACEBOOK MARKETING PARTNER **AITARGET'S** SOLUTION, COMBINED WITH DETAILED TARGETING, VIDEO ADS, AND MOBILE INSTALL OPTIMIZATION TO BOOST SALES AND IMPROVE THEIR LTV TO CPI RATIO

ROAS

SALES

NEW USERS

CPI

LTV

**+40%****4X****>200K****-40 %****+50%**

## THEIR STORY

# MAINTAINING THE QUALITY IN MOBILE SOLUTIONS

ABBYY products include advanced applications for both iOS and Android. The products allow users to perform daily business tasks and make work faster and easier. The applications are built on a solid foundation; ABBYY has more than 27 years of

experience in document recognition, content capture and language-based technologies.

### ABBYY'S LEADING APPS ARE:

①

**FineScanner:** a smart mobile scanner for making high-quality electronic copies of documents, receipts, whiteboards or books, and applying optical character recognition (OCR) to the printed text.

②

**Business Card Reader:** capturing, storing, managing and working with contacts from business cards on your smartphone.

③

**TextGrabber:** capturing, recognizing and translating texts from books, magazines, menus, ads and timetables on the go with a mobile device.

④

**Lingvo Live:** a social networking service for speakers and learners of different languages with free dictionaries and other learning tools.

## THEIR GOAL

# SCALING HIGH-PAYING AUDIENCE

The business challenge was to reach audiences and boost sales in different countries (Europe, LatAm, USA). The business model relies on getting the Lifetime Value (LTV) of users higher than the Cost per Impression (CPI), however reaching the right audience at scale is a challenge.

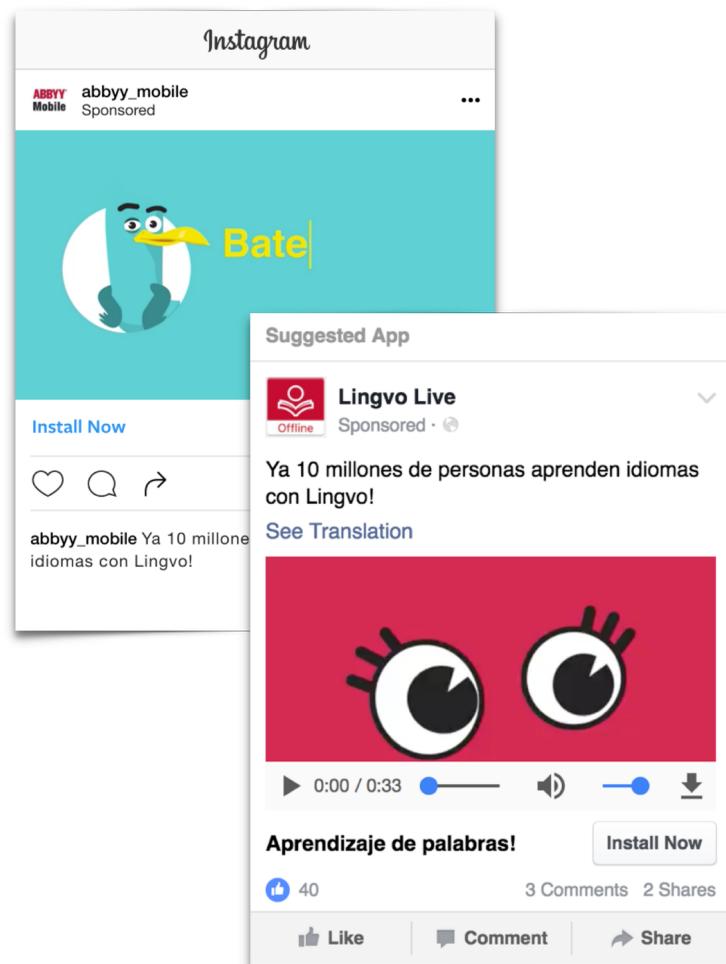
ABBYY engaged [Aitarget](#) for strategic recommendations. The Audience Splitting tool is intuitive and helpful for conducting research testing, and collecting relevant data about consumer behavior, and the [Aitarget automation tools](#) made managing campaigns easier.

## THEIR SOLUTION

# RIGHT SOLUTIONS

Before the campaign launched, the ABBYY Mobile marketing team integrated their metrics' features into the [Aitarget tool](#), and then split their audience by different segments. For the most part, ABBYY had already tested their audience interests and chose the best performing strategic tactics, but they needed deeper analytics. Splitting, automation and targeting helped us overcome the business challenges. All of their applications were about business and productivity, so the team needed to show the functionality of each app in one picture. For Business Card Reader, ABBYY needed to introduce the app to users, articulate the new features, and convey the opportunities the app provides.

ABBYY started to implement short, in-house created videos, as the primary strategy to download the features, benefits and advantages to users. The marketing team worked with the app audiences that were matched by Facebook. Facebook was able to target and attract the right audience, which is extremely important for business applications with a niche market.



## PRODUCT USED

1

Target and Reach blocks

2

Video ads

3

App Installs

4

Mobile Newsfeed

5

Instagram ads

## GOALS

<https://www.facebook.com/business/goals/promote-your-app/>

## THEIR SUCCESS

# BREAKING THINGS WITH VIDEO ADS

Thanks to a combination of Facebook & Instagram tools, and [Aitarget technology](#), ABBYY eliminated their need to find a new paying audience at scale. The previous experience, the right set of tools for business goals, and effective communication

between ABBYY, [Aitarget](#), and Facebook, brought excellent overall results:

**+40%**

SALES CHANGE (YEARLY VS SEMIYEARLY)

**X4**

ROAS CHANGE (YEARLY VS SEMIYEARLY)

**+200K**

NEW USERS

Video ads made it possible to reduce the customer acquisition cost. The optimal performance results were largely due to the wide targeting and reach options Facebook affords, combined with the [Aitarget Audience Splitting tool](#).

**+40%**

REDUCTION IN CPI THANKS TO THE VIDEO ADS

**+50%**

INCREASE IN LTV

*Business applications are quite demanding to promote due to their limited and sometimes hard-to-reach audience. Facebook helps us efficiently optimize our campaigns using the right targeting and formats. Today for ABBYY Mobile, it's the main user acquisition channel with the optimal LTV to CPI ratio.*

Maria Gurova, User Acquisition Manager at ABBYY

