

LINGO APP

SUCCESS STORY

A VERIFIED WAY TO INCREASE INSTALLS BY 2 TIMES AND IN-APP PURCHASES BY 1.7 TIMES ON FACEBOOK & INSTAGRAM

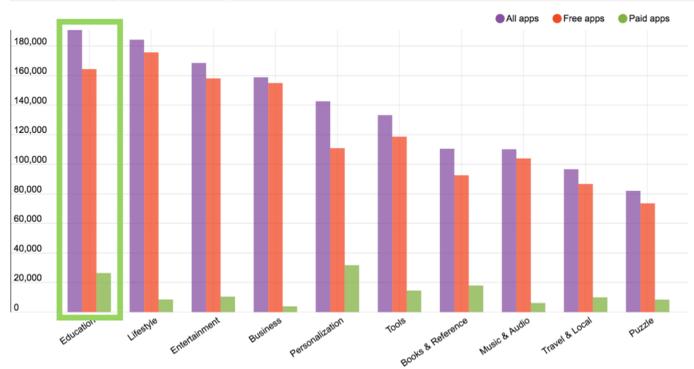
THEIR STORY

LINGO VOCABULARY TRAINER: EXCEEDING EXPECTATIONS

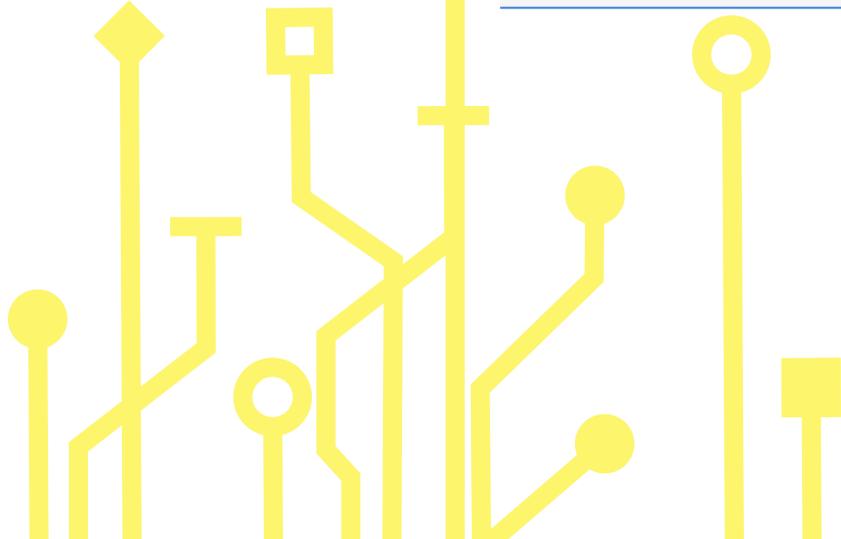
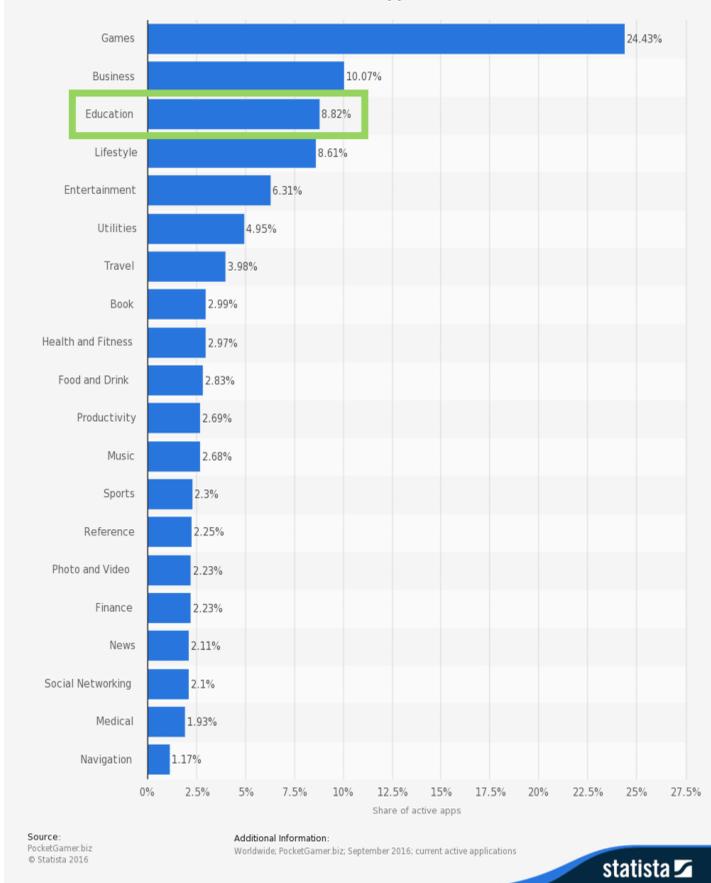
Eduainment is an increasingly popular way to learn languages interactively. It is educational content served in an entertaining format. Eduainment quite common among app developers in the category of «Education».

According to Pocket Gamers, its market share in Appstore reached 8.82% in June 2016 and keeps growing, while on Google Play Eduainment apps are in Top-1 category with a 7.95% market share as per Appbrain statistics.

Top 10 Google Play categories



Most popular Apple App Store categories in September 2016, by share of available apps



ABOUT PRODUCT

EASY LANGUAGE

Our client, Lingo Vocabulary Trainer by Easy Language, is on the rise in this group. This app helps to memorize words in English, French, German, Spanish and 7 other languages.

In this app users are able to not only learn languages, but practice them online with other players around the world.



THEIR GOAL

INCREASE APP INSTALLS WORLDWIDE

Founders of Easy Language were looking to increase their app installs globally in the long

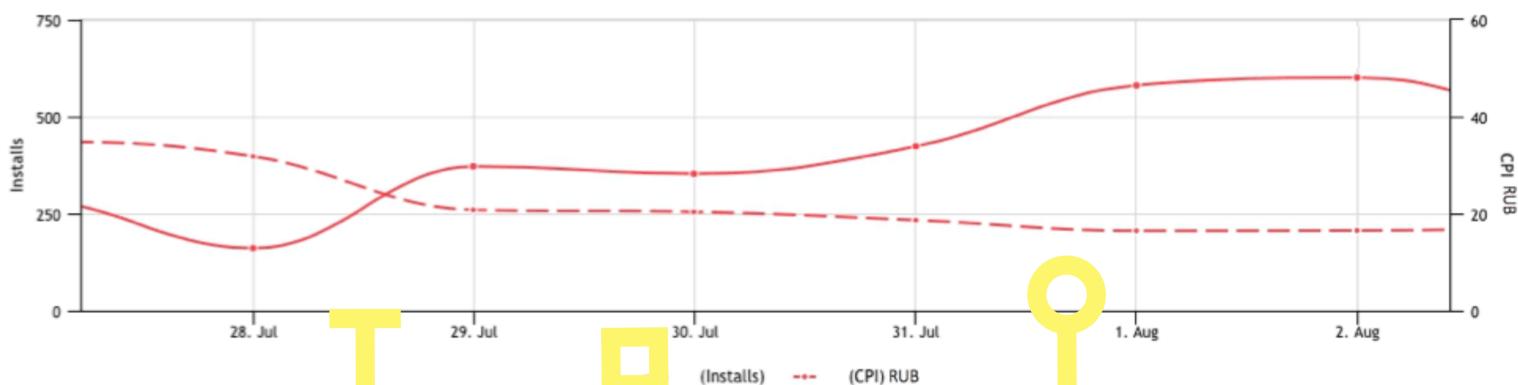
term at the Cost per Install below a certain number.

THEIR SOLUTION

WHAT WE DID WITH AITARGET

With a carefully chosen strategy, the campaign saw first significant results in its first week: lower cost,

improved CTR, CPI reduced by 2 times and the number of installs increased by 50%.



CLIENT TESTIMONIAL

It is the great tool for Facebook&Instagram ad campaigns optimization. It helps to achieve your KPI the way you cannot approach via Facebook tools. Thanks to Aitarget solution, CVR went up to 10%, we see profit growth and 2X-ad cost reduction.

Oleg Ivanov, Founder of Lingo Vocabulary Trainer

THE PROCESS

PURSUING HIGH SALES

It's obvious that installs cannot be the only aim in business, it has to be profitable. In Aitarget, with Lingo Vocabulary Trainer developers we took the challenge of multiplying sales while maintaining the same level of cost

Business Model:

Lingo Vocabulary App earns money on subscriptions. Users from Russia, the US, the UK, Spain, and other countries can learn languages with a monthly subscription.

MARKETING GOALS

1

Scale. The sales quantity is important, so we tried to get as many in-app subscriptions as possible.

2

Price. Maintaining prices at the same level to keep the margin.

3

Service. Help Service was a must during the Facebook campaign teamwork.

4

Stability. It is vital to be able to predict installs, costs, and LTV for a growing business.

GOALS

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

WHAT WE DID

AITARGET TOOL

Firstly, we provided a sustainable traffic for the app while the campaign saw the CPI decrease by half. the installs raised by 50% Then we focused on the in-app purchase cost. Without rules automation, there were not more than 50 purchases per day. Their cost were hardly controlable by rules.

We set up a CPM bid and optimization for CPI. Additinally we tuned a narrow frame for the cost of an in-app purchase between X_max and X_min while setting up the bid for CPI.

HOW RULES LOOKED

RULESET 1

Rule Set

AND OR

+ RULE + GROUP

Cost per Mobile App Purchase greater or equal X_max Today

Mobile App Purchases greater or equal 1 Today

Bid greater or equal 0.31 Today

Action

Change Bid Up Down 0.05

If the cost of at least one in-app purchase exceeds Xmax with the bid increasing from 0.31 USD, the robot reduces the bid by 0.05 USD.

The output from Ruleset 1: traffic is expensive for us, we'll turn off the adset for us, we'll turn off the adset.

RULESET 2

Rule Set

AND OR

+ RULE + GROUP

Cost per Mobile App Purchase less or equal X_min Today

Mobile App Purchases greater or equal 1 Today

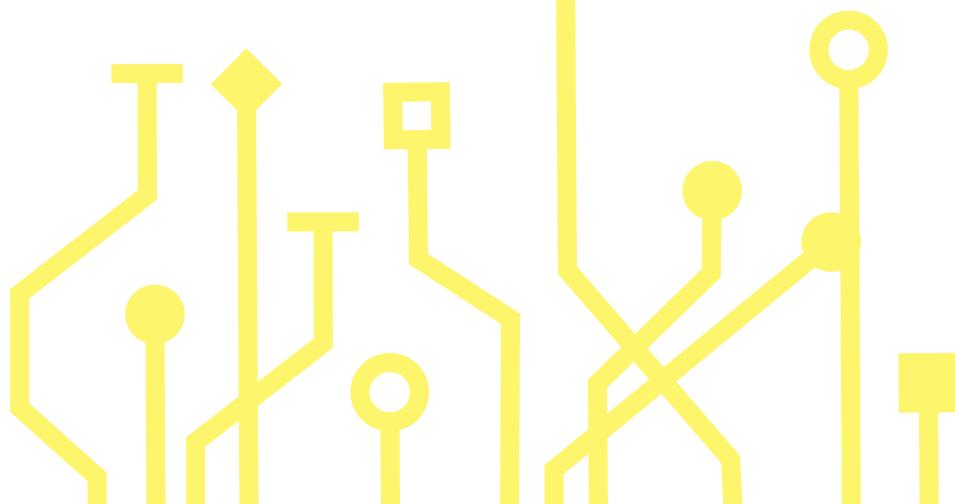
Bid less or equal 3 Today

Action

Change Bid Up Down 0.05

If the cost of at least one in-app purchase is less than Xmin with the bid being under the set maximum of 3 USD, the robot increases the bid by 0.05 USD.

The output from Ruleset 2: the cost per purchase is acceptable, so we are likely to buy such cheap purchases more.



RULESET 3

Rule Set

AND OR + RULE + GROUP

AND OR + RULE + GROUP

Spend less or equal 2.3 Today

Bid less or equal 2.3 Today

Current hour LA less 7 a.m. Today

AND OR + RULE + GROUP

Spend less or equal 3 Today

Bid less or equal 3 Today

Current hour LA greater or equal 7 a.m. Today

Action ?

Change Bid Up Down 0.05 \$ %

The third ruleset is called an "Accelerated Delivery."
If the amount spent and the bid are less than 2.3 USD by 7 am, we raise the bid by 0.05 USD. If the

amount spent and the bid are less than 3.1 USD after 7 am, we also raise the bid by 0.05 USD.

THEIR SUCCESS

SALES INCREASE ACHIEVED

We increased sales by 1.7 times with Aitarget rule automations while the cost per purchase didn't exceed the optimal value. Consequently, Lingo Vocabulary Trainer generated sales on a high scale and with buoyant profit with Aitarget advertising on Facebook & Instagram.

X1.7 INCREASE IN SALES

