



Technology Advertiser

Brazilian mobile app developer scales new user acquisition Campaign by employing bulk Audience A/B testing

Overview

A Brazilian technology mobile app developer leveraged the AdParlor platform to help scale up their new user acquisition app promotion Campaign through vigorous A/B testing of different audience targeting. Prior to working with AdParlor, one the major challenges the advertiser faced to run their Mobile App Promotion Campaigns on Twitter was the ability to quickly create multiple Campaigns with various targeting groups. The difficulty was A/B testing dozens of targeting segments concurrently and efficiently optimizing the budget towards the best performing Campaigns without spending hours of manual work.

AdParlor Value Add

To make this truly scalable the AdParlor platform provided the advertiser the ability to A/B test dozens of Campaigns concurrently, each leveraging different targeting segments. The key driver of the success was the ability to allocate budgets in bulk to the top performing Campaigns each day based on the lowest CPI. Leveraging the platform's Actionable Reporting feature the Campaigns with the lowest CPIs were efficiently allocated the largest share of the overall daily budget.

Objectives

- Leveraged “run of network” broad targeting to perform exploratory creative tests to uncover the optimal Tweet ad copy & app card imagery combinations
- A/B split test audience targeting using related keywords, interests and similar followers
- Layered on Tailored Audiences for suppression to reduce wasted clicks from existing mobile app users
- Brazil targeting only
- A/B split test males vs. females

RESULTS

↑ ~17k

Mobile App Installs
Over a 6 Week
Period



\$2.20

Average Cost-Per-Install



↑ 30%

Faster Turnaround Time

Launching new Campaigns compared to
previous efforts using a control group

