



Musement Automates Marketing With Smartly.io

Vertical: Mobile App

Country: Italy

Challenge:

“Discover the best picks made by local experts with the Musement app city guide to live like a local wherever you go.”

Musement’s number one objective was to significantly increase their mobile app downloads in order to introduce the new Musement app whilst maintaining the CPI (cost per mobile app install) under a specific target value.

Smartly.io Solution

Increase your marketing ROI with Smartly.io’s optimization solutions

Musement optimized their campaigns by rotating their ad creatives automatically based on performance to keep them fresh. In addition, they used Predictive Budget Allocation to automatically find the optimal budget distribution that maximizes their campaign performance. Lastly, they used new Campaign Conversion Lookalikes that are based on the campaigns’ conversion data.

Results

-50% CPI overtime using Smartly.io’s optimization features compared with other channels

+52% Conversion Rate of customer quality compared to other channels

8x increase in app downloads

By leveraging Smartly.io’s optimization solutions, Musement was able to significantly scale its marketing activities and acquire new customers while reducing their CPI.

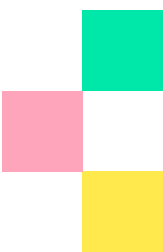
Testimonial

“By creating Facebook campaigns through the use of Smartly’s technology we’ve been able to achieve our CPI target value and increase the overall performance of our App Install strategy. It’s also fair to say that the quality of the audience reached on Facebook is far higher when compared to other channel audiences.”

Fabio Zecchini, Co-Founder, Musement

We always offer a 14-day free trial and no minimum contract period.

Contact us at info@smartly.io



Creatives

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