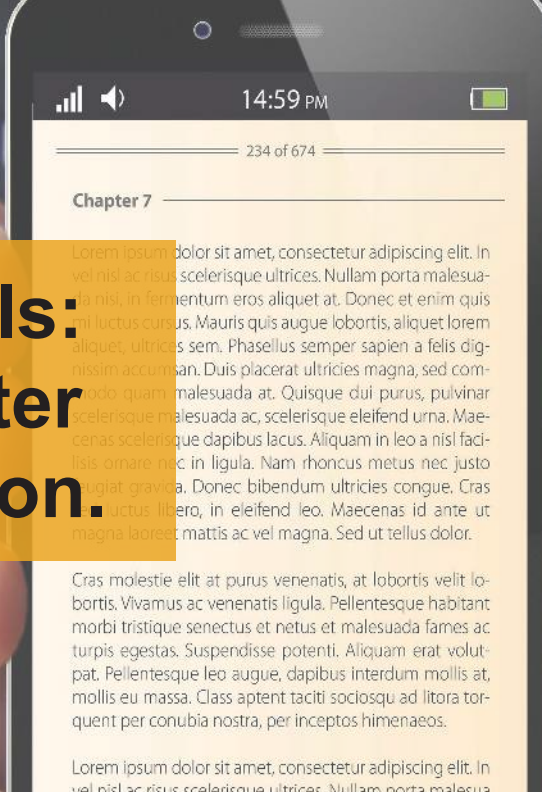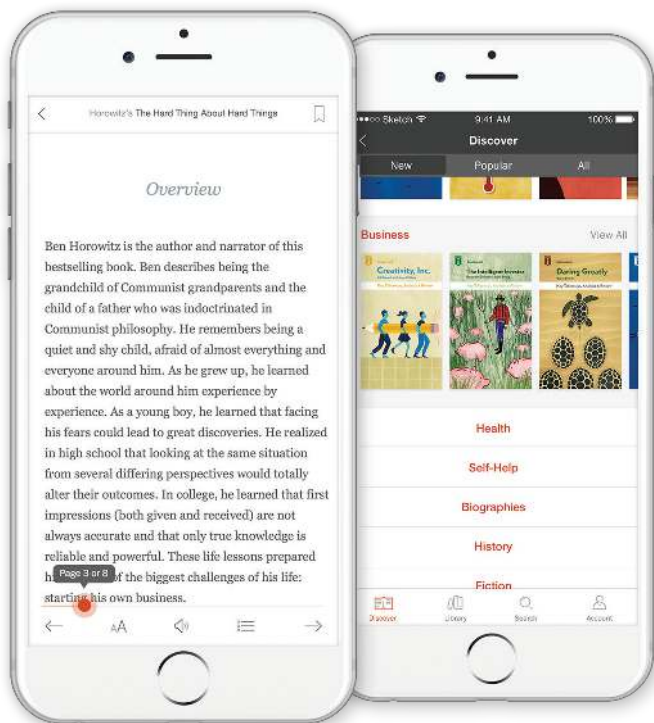# Mobile App Installs: The pixel is mighter than an assumption.

Improving Facebook advertising performance through rigorous audience testing, copy refinement, and platform experimentation.

instaread

Instaread delivers key takeaways & summaries of New York Times Nonfiction Bestsellers without the hassle of reading a full book.

Executive Summary

Instaread was running mobile app install campaigns on Facebook's advertising platform and wanted a second opinion on the setup and performance of their ads. Perfect Pixel Marketing tested new ad copy and audiences, which improved top-funnel metrics, cost per installs, and cost per paid subscriptions.

Cost per Install & Paid Subscription

20%	30%
$/Install Reduction	CPA Reduction

Challenges

Instaread was running Facebook advertising campaigns with the goal of mobile app installs and paid subscriptions. They were paying a colleuge with a graphic design background to run the campaigns; although he was familiar with the advertising platform he was not adhering to Facebook's advertising guidelines and had not leveraged Facebooks interest, behaviors, or lookalike audience targeting options. Instaread was also letting Facebook optimize and allocate advertising budget and audiences, which can provide some inefficient results.

The Solution

Instaread hired Perfect Pixel Marketing to run a two-week trial targeting the United States using rigourous testing methods and data-drive optimization. Things to test:

1. Build Interest & Behavior targeting by category (e.g. book interests, occupation, etc.)

2. Expand Lookalike testing and narrow lookalike audiences over interest/behavior audiences.

3. Target all ages and genders during initial audience testing and make optimizations as the data becomes available.

4. Revise existing copy to fit Facebook guidelines and run an A/B test to determine winner.

5. Test advertising on Instagram

Daily Installs

Introduction of new audience caused minor spike in $/ Install, but soon settled after optimizations.

One week trial delayed subscription results; initial data showed cost per subscription increasing but would later decrease.

Results

After the two-week trial was complete Perfect Pixel Marketing was able to acquire new paid subscriptions at 30% less than Instaread's current advertiser.

Minor copy changes (above) improved top-funnel metrics significantly; revising the text to fit Facebook's guidelines cost 10% less per click and cost 20% less per app install.

Perfect Pixel Marketing tested a total of 20 separate audiences using a combination of interests, behaviors, and lookalike audiences. Best performing audiences averaged 43% less than the lifetime value of a customer.

Despite being a mobile advertising platform, Instagram performed significantly worse than Facebook costing an average of 40% more per install.

Women cost more to install the app but converted 227% better between install and paid subscription conversion points. There was only one interest in which it made statistical sense to separate the audiences.

Perfect Pixel Marketing uses proven strategies to increase conversion rates and provide entrepreneurs, small businesses, and startups with the best possible ROI.

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