

## The Curious Case of [company name]'s Incentivized Installs

Before joining [company name] I worked in an amazing startup company called [company name]. As part of my growth hacker position, I was responsible for optimizing the company's marketing efforts, ensuring minimal cost per maximal impact.

Launching a new mobile app presented me with an opportunity to compare different advertising types to find out which is the most profitable in the long run. [Company name]'s KPI (i.e Key Performance Indicator) was retention, and I planned to measure it as the average cohort segmented per source per country. That is when I turned to my data infrastructure team leader friend and asked for her team's help.

Once the repository, combining user journey data from Salesforce with AdWords costs and [company name]'s website user behavior, was ready I could finally use my growth ninja moves. I created a table that calculated which of the paid advertising techniques we used is worth it in the long run.

At the time we used Facebook ads, AdWords, Display Media, and pre-installs as well as Supersonic (now, IronSource) incentivized app installs. The CPI (i.e. Cost Per Install) varied from 8 to 15 cents, depending on the target market. CPI per clean installs varied, as [company name] paid 2\$ to Facebook and 60 cents to other direct publishers.

My analysis discovered that churn for incentivized users on the first day was very high (60%). However, the users who didn't end up uninstalling our app on the first day were just as active as organic users. After a week I found 30% of the incentivized users were still active, at a cost of a mere 10 cents per user. Not only that, but these users also contributed to [company name]'s store charts and organic lift. In conclusion, opposite to common belief among marketing people, incentivized traffic contributed to app ratings and charting.