



Large Entertainment Brand Reduces Cost per App Install by 44% via 4C TV Synced Ads on Twitter

Background

A global entertainment brand with a streaming app service.

Challenge

The brand was struggling with meeting its \$45 cost per app install goal via social advertising.

Solution

Using TV Synced Ads from 4C, this brand strategically triggered Twitter ads when its television commercials aired as well as when its 3 key rivals' commercials aired.

Results

The month-long campaign not only exceeded all expectations, it lowered its cost per app install from \$45 to \$23, resulting in a 44% savings. The resulting budget savings were reinvested into the campaign to drive the “most efficient marketing tactic during the same period of time” in the entire portfolio – both online and offline.