

Case Study

InMobi Helps Leading Social Media Platform See 13x Daily App Install Growth on Apple Devices Post iOS 14.5 Rollout

One of the world's biggest social media platforms has long partnered with InMobi DSP to drive downloads of its mobile app. Even after the rollout of Apple's AppTrackingTransparency (ATT) framework, InMobi DSP helped the social media platform see 13x growth in the number of daily app installs driven through in-app advertising in North America.

About the Campaign

Apple's ATT framework has had huge ramifications for all in-app advertising campaigns, as a lack of IDFAs (Apple's device-level identifier) inhibited advertisers' ability to specifically target high-value users. Throughout the initial rollout of iOS 14.5 and higher versions, the social media platform worked closely with InMobi DSP to ensure that they would still be able to drive new iOS app installs through in-app advertising even without user-level data.

To help the platform achieve their goals, InMobi supported the advertiser by using Apple's SKAdNetwork (SKAN), including all the versions, as well as allowing optimization using campaign ID SKAN postbacks.

Not only did the brand want to increase app downloads among iOS device users, but they also wanted to make sure that those who downloaded their app from advertising kept using their mobile app and were loyal app users.

They measured the success of these campaigns by keeping the average CPI (cost per install) as low as possible. Ultimately, the goal was to be able to run campaigns for iOS users by complying with Apple's privacy policies as well as being able to see long-term marketing success even with these changes in place.

Campaign Results

13x

Daily Installs

600%

Install Rate Improvement

78%

Install-to-Signup Rate

During the campaign, which ran in July 2021, the social media platform saw 13x growth in the number of daily app installs they saw from InMobi DSP. Among everyone who downloaded their app from an InMobi-driven ad, 78% went on to sign up on the platform. Thanks to the campaign, the social media brand knew they could continue to run successful mobile in-app advertising campaigns on iOS despite Apple's changes.

Next Steps

The brand plans to further invest in mobile in-app advertising in iOS, scaling up and improving its marketing efforts for iOS users through InMobi. They also continue exploring the capabilities of InMobi DSP to run even more successful campaigns in the future. They will be focusing on optimizing around post-download events like signups while still keeping costs low.