

Case Study


InMobi Helps Leading Video-Based Social Media Platform See **6x Daily App Install Growth** on Apple Devices Post iOS 14.5 Rollout

One of the world's biggest video-based 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 6x growth in the number of daily app installs driven through in-app advertising in the EMEA region.

Campaign Overview

The social media platform's main focus was to **cost-effectively drive new iOS app installs with InMobi DSP**. Following Apple's release of iOS 14.5 and its enforcement of ATT, the social media network and InMobi DSP had fewer device-level individual identifiers to use for targeted app install advertising.

InMobi was quick to adapt SKAdNetwork (SKAN), including SKAN versions 2.0 and 2.2, and supported the social media platform in making a smooth transition. InMobi DSP's seamless use and deep understanding of SKAN helped to ensure that the social media platform's app install campaigns achieved desired scale.

- **6x** Incremental Daily Installs
 - **157%** Install Rate Improvement
- 

Campaign Results

InMobi DSP was able to **scale per-day installs by 6x in July 2021 while still maintaining a low cost per install (CPI)** for the video sharing platform. InMobi supported the client at every step of the transition, successfully running campaigns for iOS users using SKAN and achieving results higher than the advertiser's expectations compared to other DSPs.

Next Steps

The platform plans on continuing its iOS marketing efforts with InMobi DSP to run even more successful campaigns. They will also be taking it one step further by focusing on events post-download, all while keeping a close eye on their CPI figures.