

ARPU Case

App with 10.000.000 + installs
Category: Shopping



Challenge

Deliver the highest ARPU along with a good volume of installs.

Results

We delivered ARPU more than 15% higher than all other channels, including channels already used and with a maturation period bigger.

Impacts Generated (external)

The customer saw more clearly the performance opportunities in other paid media channels than the traditional ones, and how he can monetize his app with other sources of traffic,