

## AppsFlyer reduced their CPA by up to 50%

AppsFlyer is the leading platform in mobile marketing analytics and attribution. They use retargeting ads to target visitors to their website. Their goal was to save money on retargeting campaigns without losing scale. Using Fixel's audience segmentation abilities, they were able to easily focus on high value visitors for retargeting and lookalike campaigns.

### Experiment #1

#### Facebook Remarketing

**Test variant:**

All users marked by Fixel's highly engaged users

**Control group:**

All the users that visited the website

**Ads:**

News feed native ads promoting gated content with an option to request a demo

### Experiment #2

#### Facebook Lookalike Audiences

**Test variant:**

Lookalike audience seed from highly engaged users

**Control group:**

Lookalike seed based on converted users

**Ads:**

News feed native ads promoting gated content with an option to request an demo

### The Results

35%

Reduction in CPA

12-50%

Increase in Leads

"Using Fixel, we cut our lead cost by 50%."

*Itay Waisman, Online Marketing Manager*

