

# Case Study: TV-to-Mobile App Attribution

## Challenge

A major mobile lifestyle app company was ramping up its TV spending by 5X, buying in scatter, to drive more app installs. With the increase in spend, it was critical to optimize ROAS, and improve on its \$7 cost-per-install (CPI).

- Massive Spend Increase
- ROAS optimization; \$7 CPI

## Solution

Alphonso worked with the company to measure which networks, shows, dayparts and frequencies were driving the most installs and conversions, pairing our TV exposure data with the company's first-party mobile app conversion data. Every two weeks, the company adjusted its scatter buys using the data provided in their self-serve Alphonso Insights dashboard.

## Results

Applying Alphonso Insights resulted in an initial CPI reduction to \$4 after the first few biweekly cycles, ultimately declining to \$2 by the end of the campaign.

- 71% CPI Reduction
- Reduced waste via frequency capping, eliminating non-performing airings
- Building audience segments of loyal customers for future targeting
- Dramatically improved media planning



alphonso

Select Brands  
We Work With

