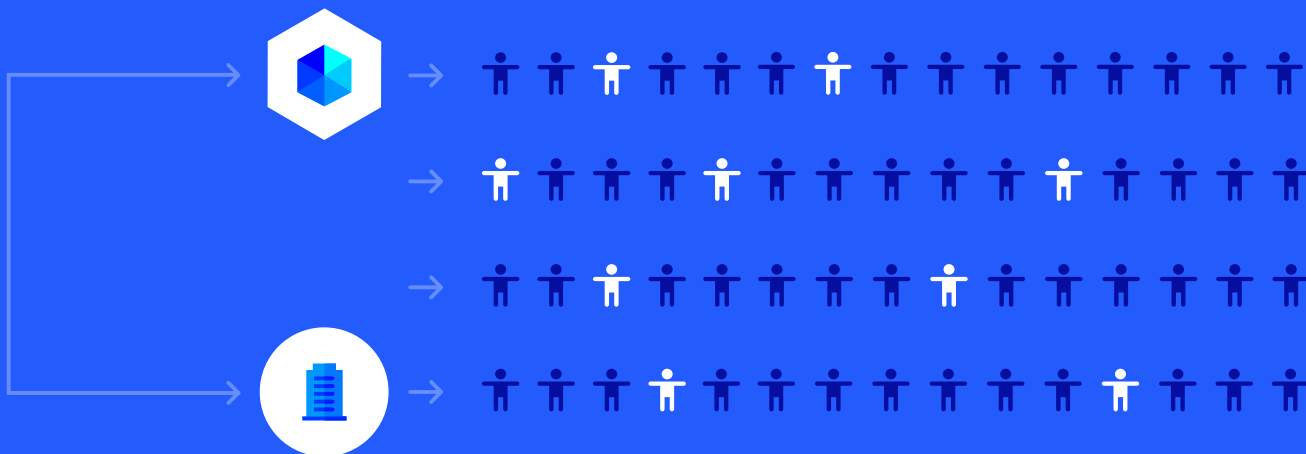


## Customer Success Story: Lower customer acquisition cost



### Project

App developer would like to increase their user acquisition efficiency so he needs info on the users to be able to tailor the message to the audience, enhance targeting and target those who are more likely to convert.

### Problem

- High CAC
- Low efficiency with generic DSP algorithms

### Solution

- Combining existing user data with bidstream data from Platform.io
- Creating new user segments for precise targeting
- Creating tailored ads for these segments
- Launching campaigns
- Exporting raw bid, impression and conversion data
- Creating predictive model for CPA-optimized buying and connecting it using real-time API to increase efficiency
- Closing the machine learning loop by exporting campaign performance data and feeding it back into the model

### Result

Permanently increasing user acquisition efficiency with almost automatic media buying. Lower churn rate as a result of enhancing algorithms.