

# INCREASED MONTHLY APP DOWNLOADS 272% IN SIX MONTHS FOR STARTUP

## Business Challenges

- Startup with low brand awareness
- Difficulty defining digital strategy
- Limited budget impacted marketing efforts and ability to drive high download volume

## (un)Common Approach to PPC

- Developed cross-channel strategy to build awareness and drive conversions
- Strategic audience targeting in Facebook to reach relevant audiences
- Focused on low-funnel, highly relevant keywords in Google to drive efficient conversion volume

## (un)Common Results

