

## By utilizing paid advertising, Fluent Mobile was able to efficiently reach a large percentage of iPhone and iPod touch users in the US.



### Fluent Mobile

Fluent Mobile, a pioneer in mobile content organization and delivery, develops applications that bring the speed, reliability and convenience of desktop Web browsing to handheld devices.

- www.fluentmobile.com
- Boston, MA
- 4+ employees

*"Paid advertising is essential in building our app user base. By supplementing our organic download volume with users acquired through paid advertising, we are able to maintain consistent top rank in the App Store News category."*

*—Micah Adler, CEO, Fluent Mobile*

### Results

- Consistent top 10 position in the News category during last 8 months
- #1 News app for majority of April 2010
- 400k users acquired since advertising began
- Publisher earnings up 2500% since advertising began
- CPI significantly less than \$1 - improved by a factor of 6 during advertising period

### Goal

Fluent News Reader by Fluent Mobile aggregates top news sources into a seamless app experience on the iPhone, iPod touch and iPad. Users can view complete articles from multiple news sources and control content through customization.

In order to ensure a steady, predictable user growth rate, Fluent Mobile uses paid advertising to supplement organic download volume from users browsing the App Store. By consistently maintaining top 10 rank in the News category, Fluent Mobile aims to acquire 10,000 new users each day at an acquisition cost of less than \$1/install.

### Solution

Fluent Mobile runs CPC ads on AdMob's network of more than 15k apps and mobile websites. By utilizing paid advertising, they are able to efficiently reach a large percentage of iPhone and iPod touch users in the US.

In order to reach their cost-per-install (CPI) goal, Fluent Mobile tested multiple ad variations and targeting options to evaluate what message and audience results in the strongest conversion rate for downloading the app. By focusing on creative and targeting with the strongest return on investment, they effectively manage cost and acquire users at a consistent CPI.

Fluent Mobile closely tracks the daily download volume needed to maintain top 10 News category rank. With a stable CPI, they set advertising budgets based on download targets to achieve different ranking goals. Balancing the cost of acquiring paid users (typically between 1/3 and 1/2 of daily installs) with organic downloads from being in top position ensures they reach overall user acquisition targets.



Fluent News Reader Ad

Fluent News Reader App Install Screen

Fluent News Reader 'Top News' Page

Fluent News Reader in #1 Position, News Category