

Acquisition cost decreased by 2 times

AdQuantum decreased acquisition cost by 2 times for Youper AI Therapy app from October 2019 to April 2020



"AdQuantum is a partner you can trust to deliver on your campaign performance goals. They will go above and beyond to surpass your expectations."

— Chris Ahn, Head of UA, Youper



Background

Youper is a chatbot based on Cognitive Behavioral Therapy. It is a new way to take care of your emotional health. It's like a pocket AI therapist which is always there to talk. Quick conversations with Youper can help you let go of stress, anxiety, and depression; clearing your mind to feel more motivated, confident, and happier. Feel your best, one conversation at a time.

SOURCE

Facebook

PERIOD

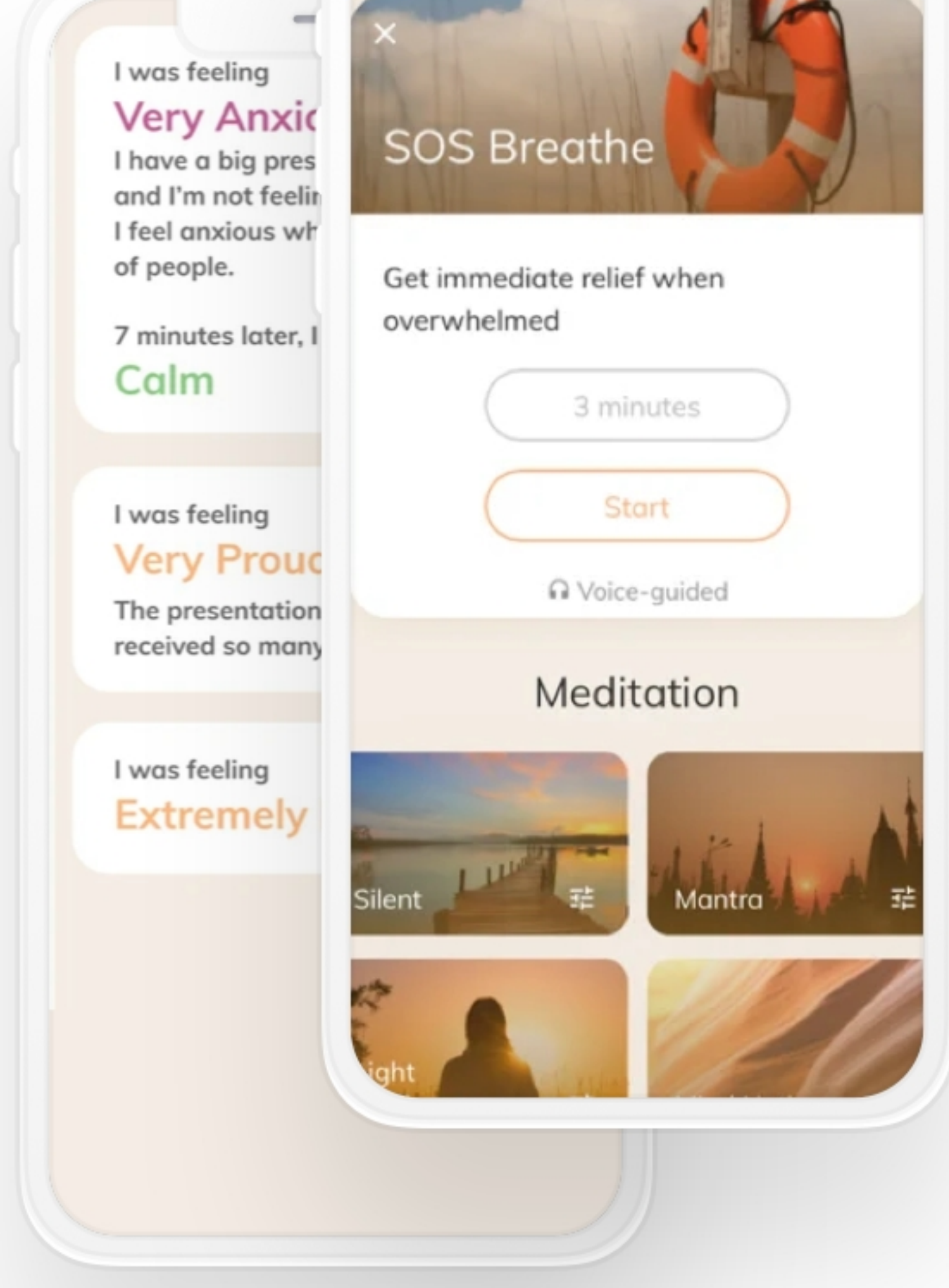
October 2019 — April 2020

STRATEGY

Commission model

Medical advertising in the United States is strictly regulated by law. In such circumstances, inventing and successfully launching dozens of unique creatives is not an easy task. AdQuantum accomplished this task by exceeding KPI.

After the trial period ended, AdQuantum became the only traffic partner for Youper.



Goals

✔ To lower acquisition cost

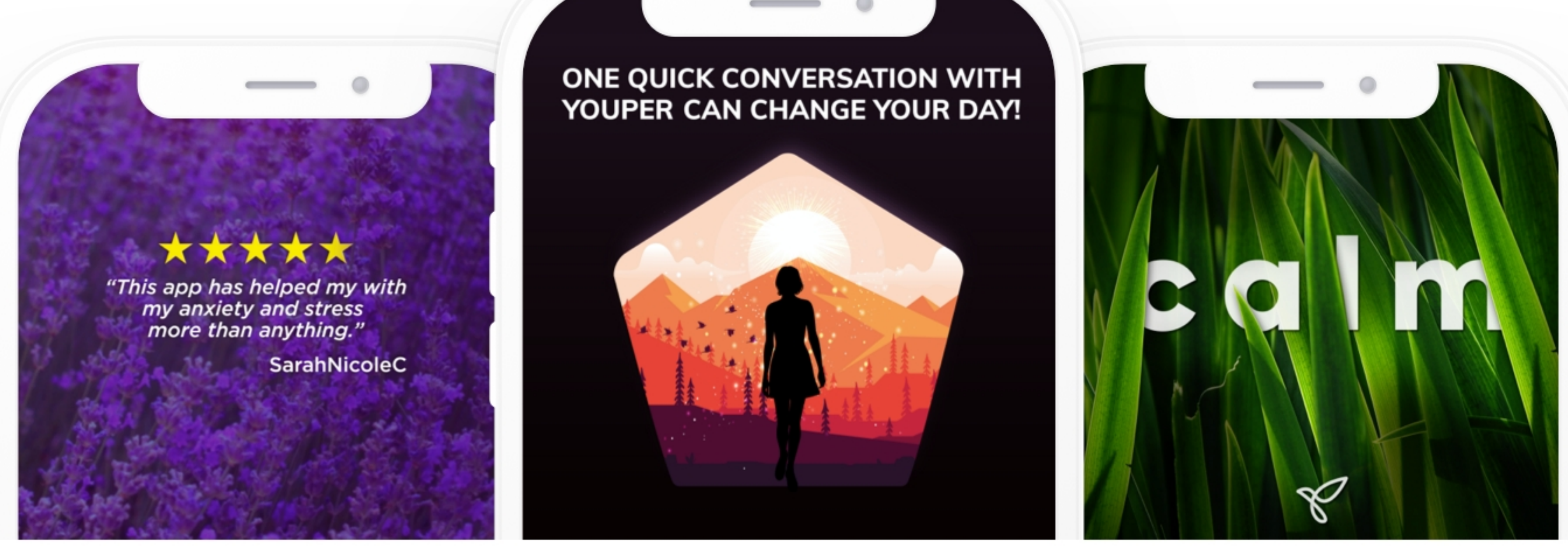
✔ To increase ROAS

User Acquisition

In October-November **131** creatives were tested

(more than 80% of the creatives were videos)

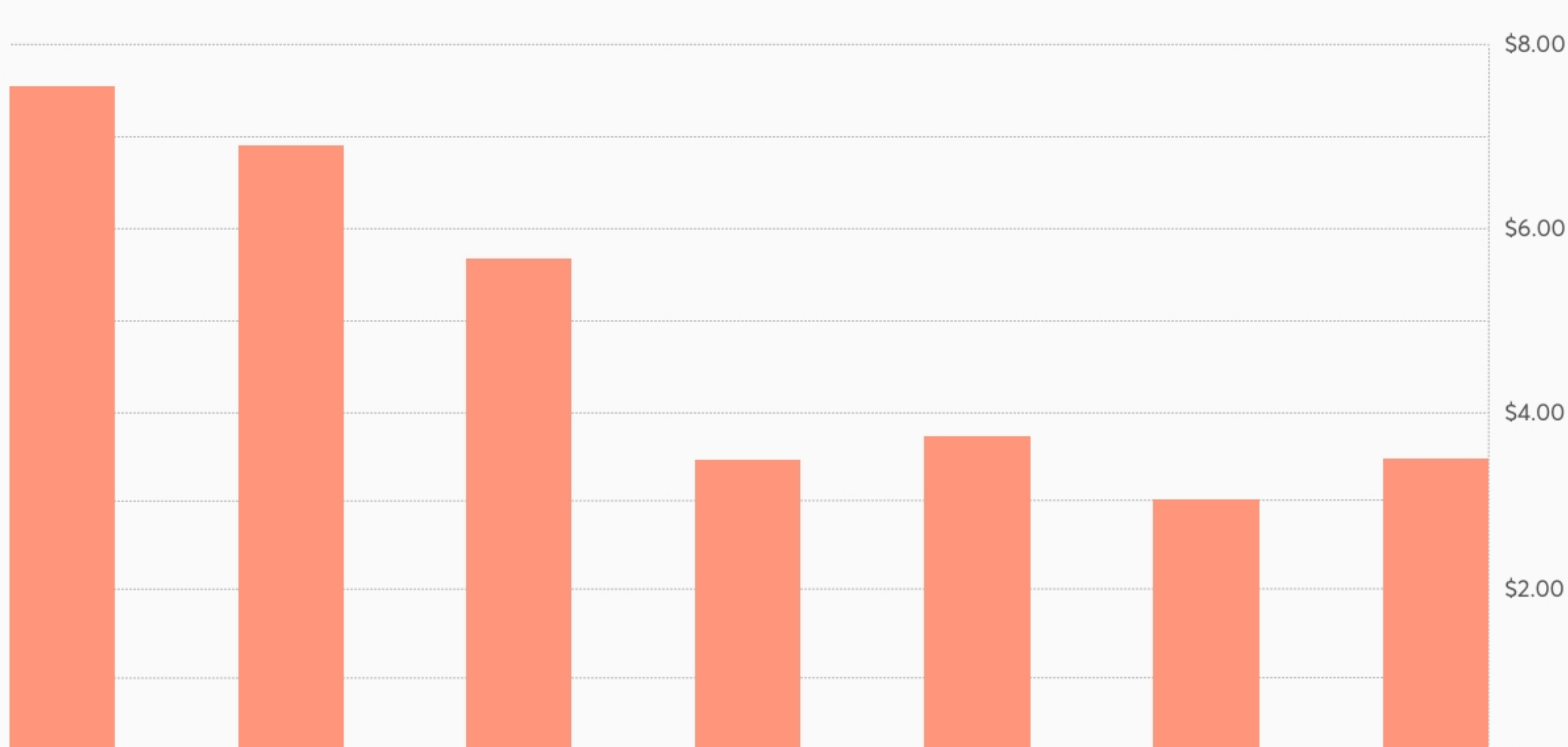
Traffic Sources: Facebook



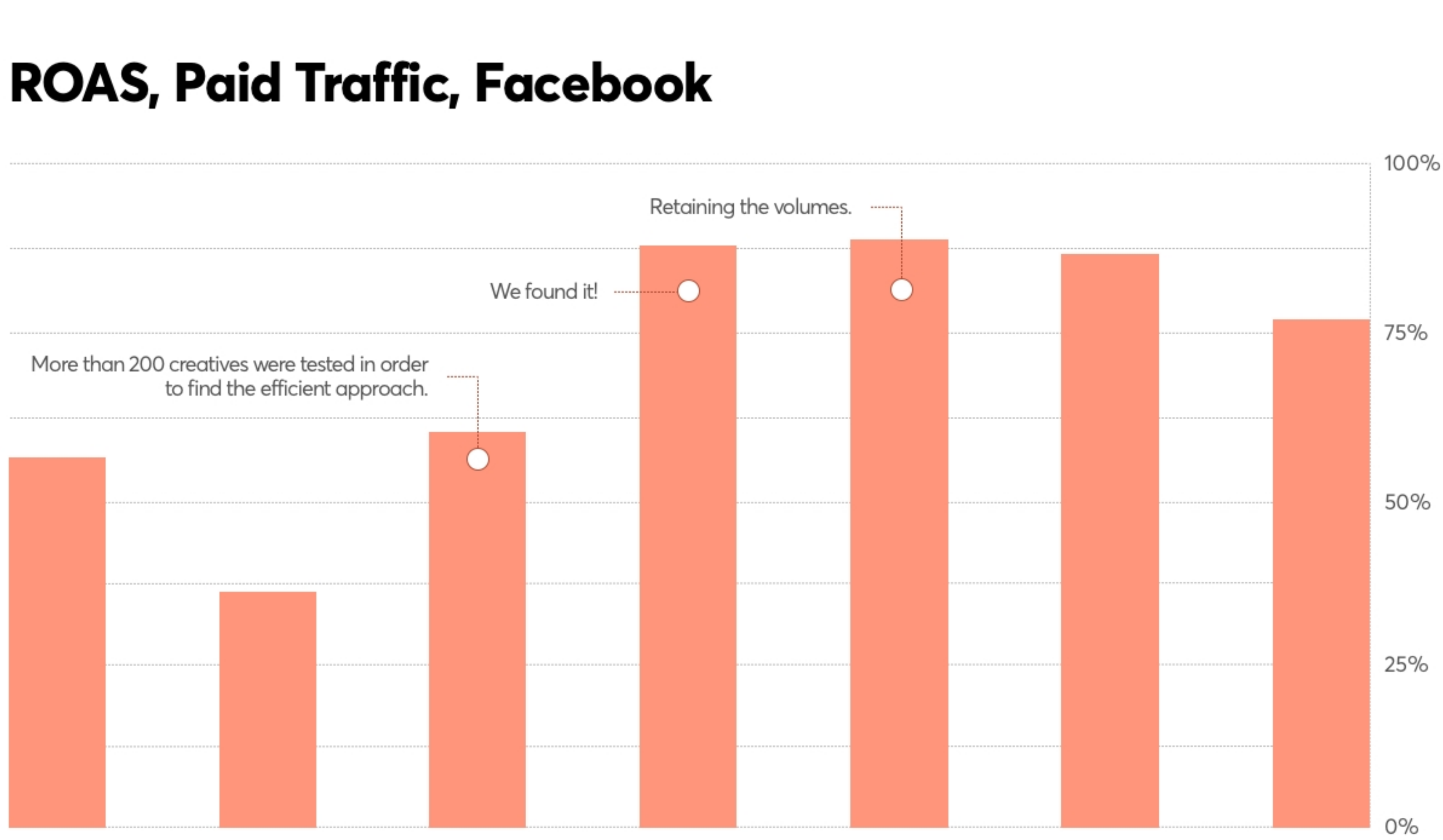
Geotargeting: US



CPI, Monthly



ROAS, Paid Traffic, Facebook



Results

ROAS

+25%

CPI

-50%

Contact us!

You too can benefit from a preferred outsourced traffic partner and increase your revenue by talking to one of our specialists at AdQuantum

Get started