# Increasing App Installs with Programmatic TV

How a mobile games publisher used local TV advertising to **grow its user base and reduce cost per install**

## Challenge

CrossChannel, a mobile demand-side platform (DSP), had three major goals for an cross-screen ad campaign for its client, a world-renowned games publisher:

**1.** Increase game installs

**2.** Measure TV ad results to measure effectiveness and cost per install

**3.** Test whether campaigns are more effective when run TV and mobile

## Situation

Mobile game publishers evaluate and optimize campaigns with performance metrics like cost per install (CPI) and average revenue per user (ARPU). Calculating these requires detailed campaign metrics, including reach and frequency data.

CrossChannel's mobile games client also wanted to see how CPI changed in regions where the campaign ran only on TV and where it ran on both TV and mobile devices.

## Solution

CrossChannel applied digital buying practices to build its client's television campaign, leveraging proprietary data to identify the days, day parts and show types most likely to reach the target audience. It then used a technology integration with WideOrbit's *WO Programmatic* marketplace to select and purchase ad spots, including on premium programming like NFL and major league baseball games.

## Partner



## Highlights

✓ **40,000 new game installs** driven by programmatic TV advertising

✓ Ability to **calculate CPI and ARPU** of new users attracted by TV ads

✓ Proof that **CPI drops** when cross-screen campaigns run across TV and mobile ad platforms

✓ **Performance measurement** for optimizing future TV buys

✓ **31,253,467** TV impressions

CrossChannel established a system for correlating the timing and location of game installs against airing of its client's TV ads. It then observed the influence of TV advertising on installs and adjusted its programmatic TV campaign to meet its client's CPI targets.

## Results

WideOrbit's fast reconciliation and CrossChannel's reporting helped the publisher understand which markets and programming generated the most response and calculate the CPI for incremental users attracted by programmatic TV.

Over a three month period, the games publishers' programmatic TV advertisements attracted more than 40,000 new app installs. Even better, the installs were acquired for an effective cost per install (eCPI) below its target.

The games publisher could also observe that its CPI decreased in the markets where it ran TV and mobile campaigns together.

With this information, the publisher was able to optimize future TV buys — just as if it were buying mobile or digital media — and use its learnings to inform its ad spending in every medium.

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