

CASE STUDY

CAPITALIZE ON INSTAGRAM MILLENNIAL AUDIENCE TO ACHIEVE HIGHER ENGAGEMENT, REGISTRATION BOOST AND PERFORMANCE

LEVERAGING INSTAGRAM STORY ADS PROVED SUCCESSFUL IN ACHIEVING KEY PERFORMANCE METRICS WHEN COMPARED TO FACEBOOK PLACEMENTS.



BACKGROUND

Founded in January of 2017 in San Francisco, ROOM8 is a roommate matching app designed to serve renters. It utilizes social media data to produce matches based on mutual connections, budget, location, lifestyle, and interests. Finding the right roommate in San Francisco or elsewhere in the US is not an easy task, and ROOM8 creates an all-in-one experience and marketplace to make it simple.

With over 500 million daily active users and a growing millennial user base, we created highly segmented audiences using Instagram stories. By creating full screen, fun, and casual videos we were able to successfully engage, interact, and reach highly relevant users, adding to ROOM8's community. Utilizing advanced targeting and app event optimization, we increased the number of registered active users looking for their next roommate on the app.

OUR APPROACH

RESULTS

INSTALL RATE	CONVERSION RATE	CTR
25% ↑	15% ↑	30% ↑
AMONG 18-24 AGE GROUP	INSTAL-TO-REGISTRATION	INCREASE ON RELEVANT ADS

"As a mobile-first company, our app is the center of our business. Edge Social is great for us as they deeply understand mobile and performance marketing.

They help us with the full spectrum of solutions for our Facebook growth strategy - from creatives, campaign planning and execution to deep knowledge; advanced, data-driven approach and innovative technology. We see them as an extension of our team, value their partnership, and look forward to continue achieving great success together."

Alexis Valerio, Head of Marketing & Sponsorships



MEET EDGE SOCIAL

Edge Social is a performance-driven world leader in mobile app user acquisition and monetization that uses its know-how, exclusively operated digital assets, data science, proprietary technology, and in-house creative lab to create highly targeted campaigns and acquire paying users for leading mobile apps in a wide variety of verticals.

CONTACT US

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