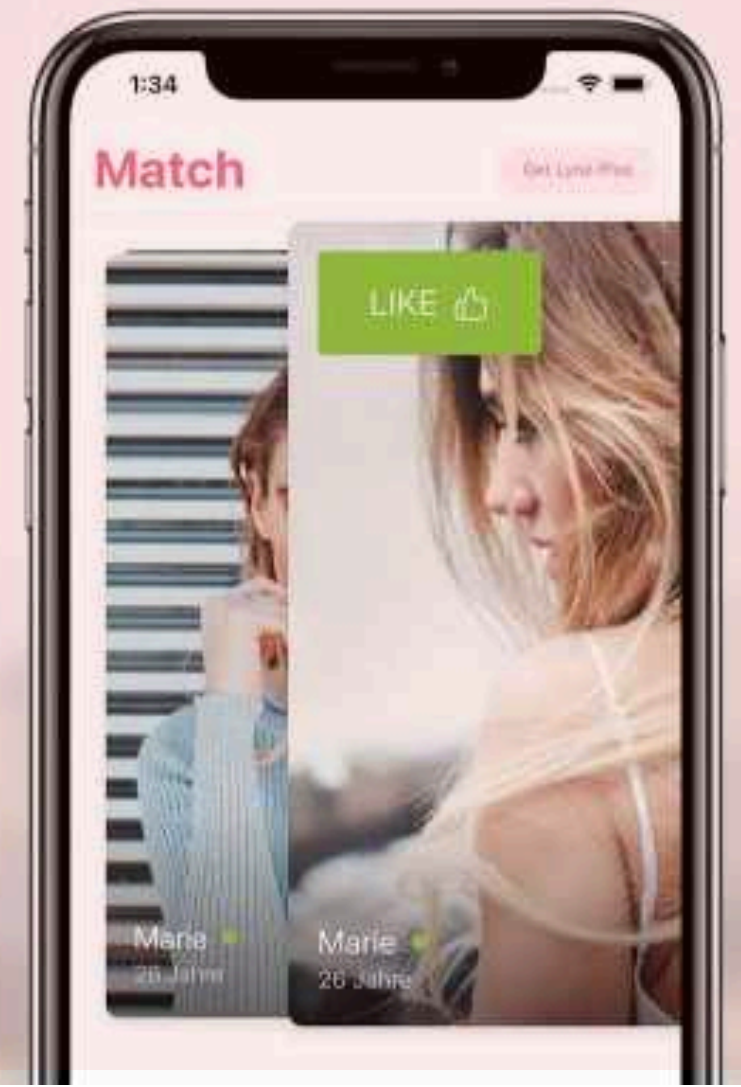




YOUR SOCIAL LIFE
DESERVES BETTER



REPLUG user acquisition campaign reduced acquisition costs by 50.16% within 2 months.

The Challenge

LYNO launched its new dating service in the German market at the beginning of 2020 with the objective to quickly grow its user base in an effective and balanced way. In a competitive vertical, like the dating one, LYNO's challenge was to attract the right target audience with a clear value to incentivize them to switch to a new dating app.

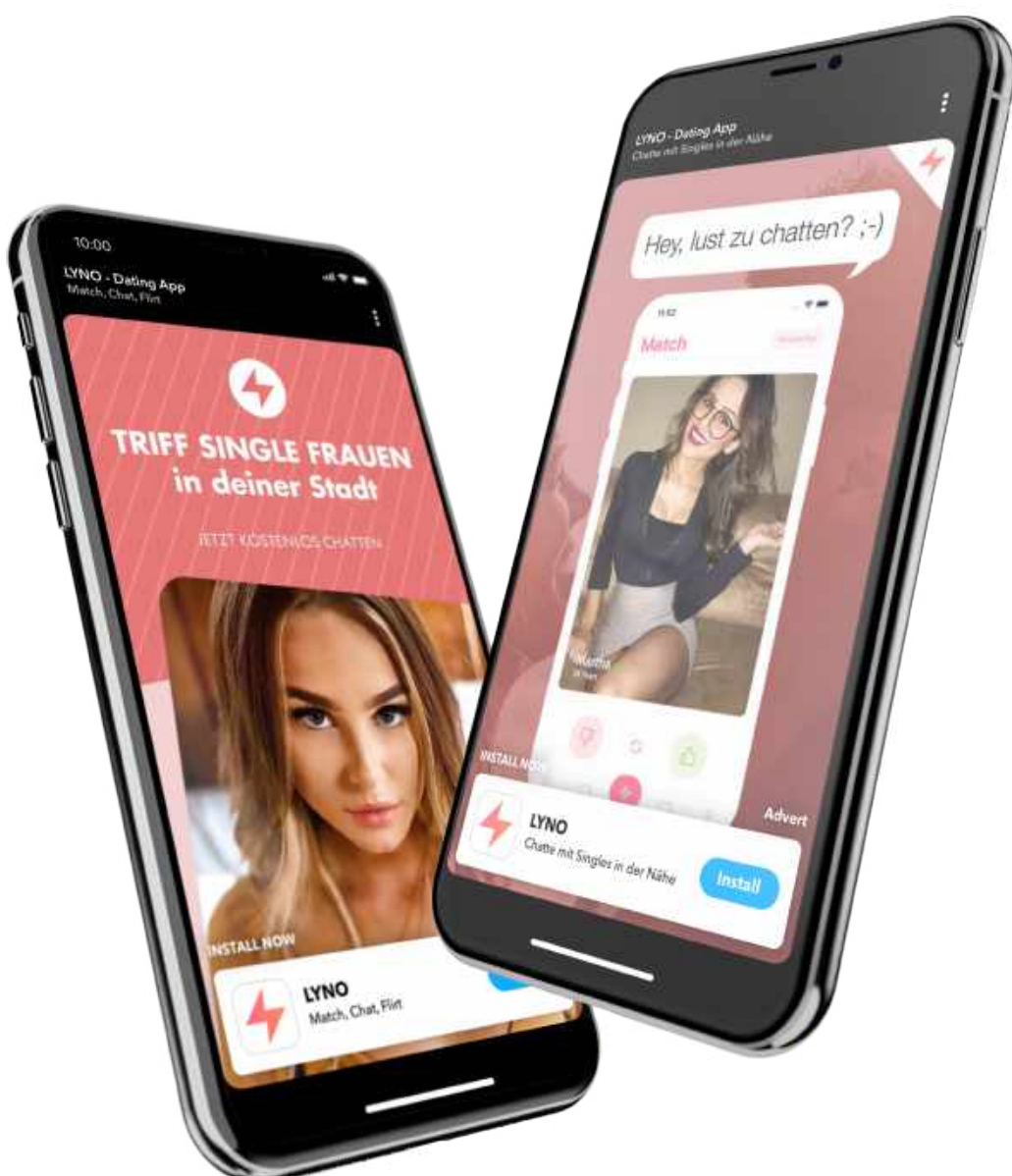
Their goal was to:

- Optimize user acquisition activities to reduce costs
- Balance male vs. female registration ratio
- Test new acquisition channels
- Redefine the communication strategy
- Analyze and eliminate fraudulent traffic from affiliate networks

The Solution

Prior to the launch of the paid user acquisition strategy, REPLUG conducted an in-depth audit of LYNO's app functionalities and user flow as well as how the integration with the mobile measurement partner (MMP) Branch worked.

Our creative team worked together with LYNO to redefine the communication strategy to attract and retain the right audience. Based on the brainstorming session, we then developed a series of creatives and ad copies on a weekly basis to test and optimize campaigns performance.



At the same time, our UA specialists created an ad-hoc omni-channel media strategy, focusing on platforms that would provide full transparency to LYNO:

- Facebook
- Google Ads
- Apple Search Ads
- Snapchat

Our focus has been on:

- Improving campaign naming structure
- Creating performance-driven creatives
- Scale efficiently acquisition activities
- Eliminate fraudulent affiliate traffic

86.3%

Decrease
in CPI

8.5X

Increase
in subscribers

84.5%

Decrease
in CPR



The Results

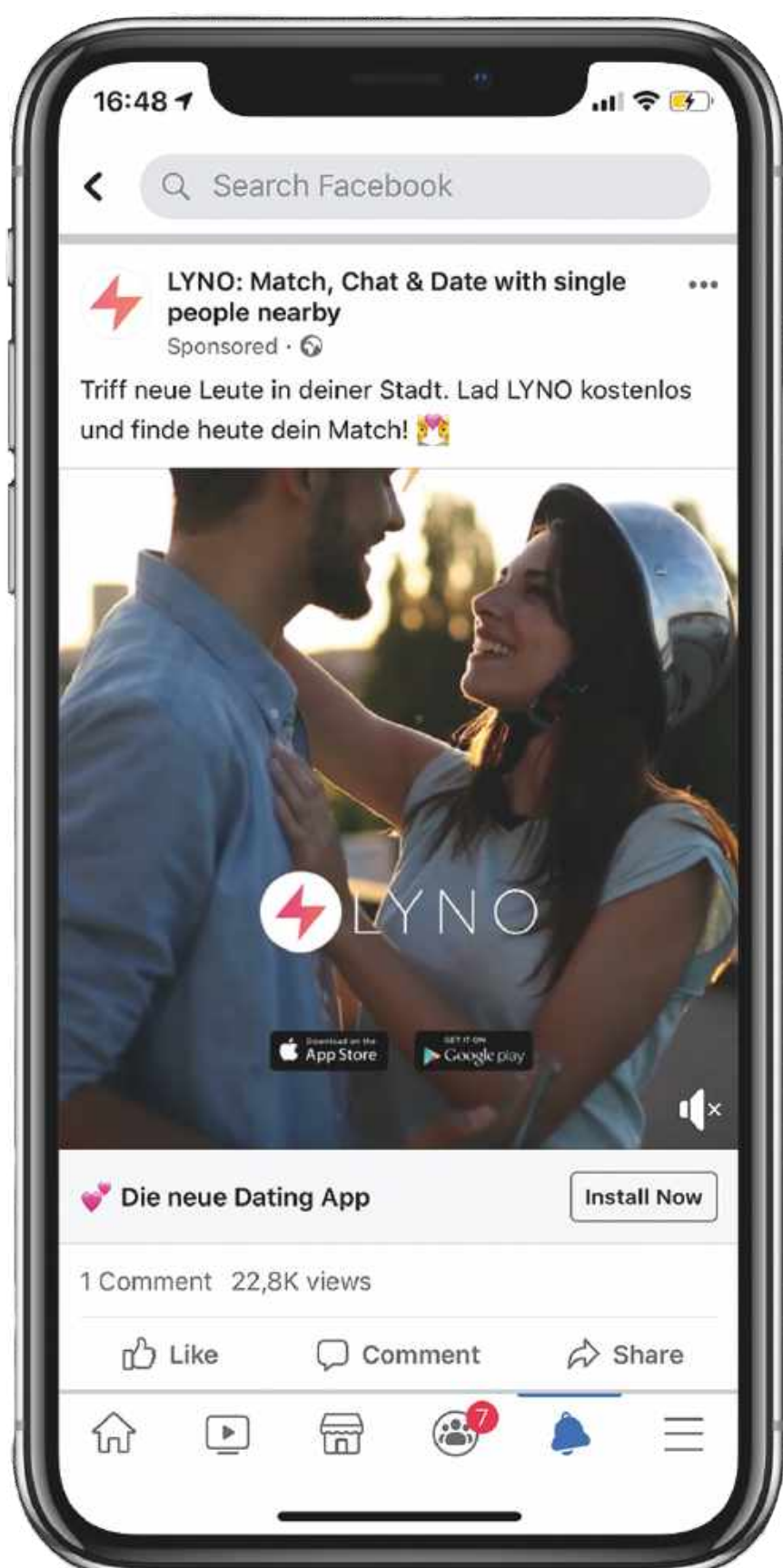
With the meticulous and iterative testing approach we implemented, the paid user acquisition campaign was extremely successful in terms of decreasing costs of acquisition, both at an overall and a channel-specific level.

Our User Acquisition team collected data on-the-go, while testing effectively new creative ideas and ad copies, always in alignment with LYNO's team. On top of that, our close relationships with the different ad platforms, allowed us to test more ideas in shorter times and follow exclusive optimization tips.

Most of the campaign's success can be attributed to 3 factors:

- Ongoing ad copy and creatives testing
- Extensive use of different targeting options
- A well-thought 360-degree media mix approach

Our UA specialist team has tested on a monthly basis over 100 creatives on different channels while methodically improving the CTAs that led to higher CTRs and Conversion rates.



On specific channels we see a week-over-week improvement that boosted LYNO's confidence in letting our UA team test even further and adding new channels, such as TikTok.

Specifically, we saw:

- Apple Search Ads led on average 22% of the subscribers overall.
- Facebook brought on average 3x more female subscribers than other acquisition channels
- Snapchat delivered on average 40% of all the subscribers, revealing itself to be the 2nd best channel
- Google decreased its cost by 5x within 3 months.

LYNO

LYNO is a new German dating app that has launched at the beginning of 2020.