



ADOYA



ADOYA

Beats CPI Target & Increases Install Volume

for

covetly.

covetly.



Covetly is the #1 destination for collectibles. The Covetly marketplace boasts the **largest selection of vinyl toys and comic books to fuel pop culture passions.** Covetly needed to scale their **iOS user base** in a **cost-effective** manner.

"Adoya's easy to use and hits **our goals**. I especially love the **daily email reports** that tell us everything we need to know at **our fingertips**."

Reid Nahm, Founder



THE CHALLENGE



As a **small business**, they didn't have the bandwidth to hand-manage their **Apple Search Ads (ASA)** campaigns. However, they wanted to **maximize their user growth** by **leveraging ASA** and its strong end-user base.



22%

22% more installs
vs.
Incumbent



59%

59% more installs
comparing day over day

OUR APPROACH



To determine if **Adoya** was a **viable tool** in **Covetly's growth stack**, **Adoya** deployed its **proprietary campaign workflow** and **bidding algorithms** to optimize towards **Covetly's cost per install (CPI)** target. To validate Adoya's efficacy, the Adoya team tested its **proprietary automated bidding algorithm vs. the incumbent bidding tool**. Both **bidding approaches** beat the **cost per install target**, however, **Adoya had 22% more installs vs. the incumbent**. Furthermore, when controlling for day-over-day variation, **Adoya** drove **59% more installs**. Adoya provided **additional benefits** including **automatic keyword adding**, **email reports**, and a **secure, client dashboard**

CONTACT US



(415) 610-5421



info@adoya.io



www.adoya.io

