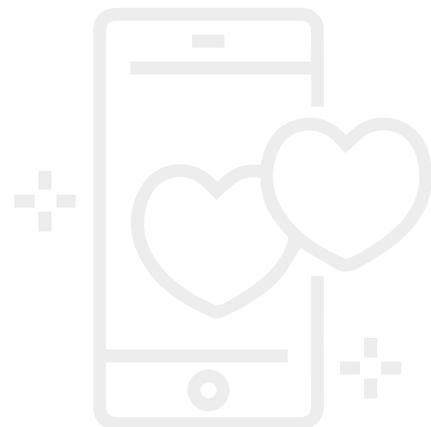




ADOYA



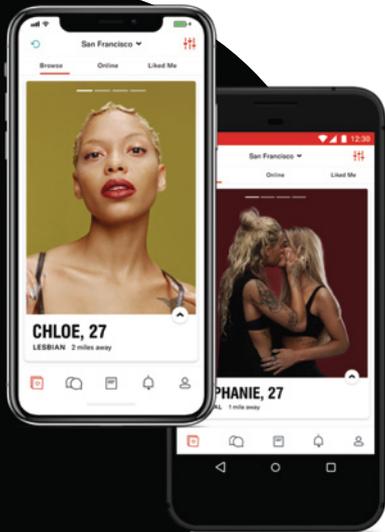
ADOYA

Saves Time and Increases Performance

for

**LGBTQ** Dating App **HER**

# HER



**HER** is one of the world's **largest** and most **loved dating apps** for **LGBTQ women**, with over **4 million members** in their community. More than that, they're responsible for hundreds of people finding their **perfect match**. Their highest-level goals were **increasing their user base** and **growing revenue** along with it. However, they found themselves spending too much time on the details of **managing their Apple Search Ads (ASA) campaigns**, a top channel for them to find new users.

"**Adoya** helped us **reduce** our **cost-perinstall** by **11%**. It saved us **2-3 hours** a week in **managing** and **optimizing search ads campaigns**. This freed us up to **focus** on things like **strategy** and **product development**."

**Robyn Exton, Founder**



# THE CHALLENGE



The digital team at **HER** had a handful of challenges with the **ASA platform**. These included **manual-only bidding**, **bids optimized for installs** and **not in-app events**, no formal process for adding **relevant keywords**, and limited visibility into **campaign performance**. Using the standard procedure, users had to check the **ASA console** or **download excel reports** manually.

The **Adoya team** quickly do these things:

A donut chart with a light grey background and a green segment representing 11% of the total. The number '11%' is centered in the white space of the donut.

11%

Reduction in  
cost-perinstall

A donut chart with a light grey background and a green segment representing 30% of the total. The number '30%' is centered in the white space of the donut.

30%

Decrease in  
cost-per purchase

A donut chart with a light grey background and a green segment representing 50% of the total. The number '50%' is centered in the white space of the donut.

50%

Decrease in campaign  
management time

# THE SOLUTION



HER partnered with **Adoya**, a managed platform for **ASA ads**, to **free up their time** and **increase performance**. The **Adoya team** quickly freed up their time, with a **50% decrease in campaign management** time savings for the **HER team**. Additionally, the Adoya team provided an **11% reduction in cost-per-install** and a **30% decrease in cost-per-purchase**.

Here's **how they got** there:



Added relevant keywords regularly through search query mining.



Automated bid management to hit cost per install (CPI) and in-app performance goals.



Generated daily campaign performance emails to stakeholders.

# CONTACT US



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HER