

Entertainment App Case Study

How IDAGIO scaled user acquisition by 5x on Facebook



-50%
CPA



5x
Spend

App

IDAGIO is a **classical music streaming app** offering a large catalogue and curated content in the best audio quality.

Context & Goals

In 2017, IDAGIO wanted to better understand **who their target audiences were** and **how best to reach them**. They wanted to explore user acquisition on Facebook and demonstrate that it could be a viable channel.

Approach

Through **creative exploration** and **targeting testing**, Miri were able to find a vast pool of users which were acquired at a **50% lower CPA**. Creative exploration defined the messaging and type of ads that were the most engaging for users. Targeting exploration helped identify audiences that converted the best to the paid version of the app.



Christoph Lange
CEO, IDAGIO

“Miri applied a systematic approach to UA, testing many creatives and targeting various audiences.”

“Working with Miri enabled IDAGIO to scale our UA efforts on Facebook by a factor of 5.”