

Health App Case Study

Scaling 6x whilst doubling Conversion Rates with Paired on Facebook



600k

Installs delivered



6x

Budget Increase



+100%

Install to Trial

App

Paired is a relationship app **that helps couples improve communication, stay connected and deepen intimacy**, as well as identify areas of strength and growth.

Context & Goals

Paired were eager to gain a large user base in US and Tier 1 markets. They wanted to scale up quickly and explore new channels whilst keeping their cost-per-trial stable, which would **help them hit their ROI goal**. Most of the growth was achieved through Facebook and Instagram, followed by the further launch of new channels.

Approach

On the creative side, drawing inspiration from the Paired app and successful apps in other verticals, we found a creative concept that allowed us to scale budgets and reduce CPA dramatically. We found that static banners converted much better than videos on Facebook. For targeting, we hypothesised the **user persona's hobbies and interests after noticing diminishing returns of Lookalike targeting in a post-IDFA landscape**. Based on this, we were able to successfully scale through interest bundle targeting in US and Tier 1 markets.



Kevin Shanahan

CEO

“Miri came up with great creative concepts, skilfully managed our campaigns and gave clear updates on progress.”

“Working with Miri is exciting, fun, rewarding and easy.”