

## Lifestyle App Case Study

# Scaling a lifestyle app using innovative creative concepts



**500k+**

Installs



**-57%**

CPI



**-44%**

CPA

## App

Meditation Nest is an award-winning lifestyle app to help encourage people **take time to themselves, meditate and fall asleep easily.**

## Context & Goals

Luni wanted to drive strong growth for Meditation Nest by aiming to make it **one of the most downloaded lifestyle apps in the US & T1 markets, whilst keeping the CPA low.** Miri Growth managed campaigns on Facebook, Google Ads and Snapchat, aiming to scale whilst keeping the CPA on target.

## Approach

Miri quickly got to work in setting up their systematic creative testing framework and exploring innovative concepts. Each new successful concept allowed Meditation Nest to effectively scale, including creatives featuring hypnosis & gamification of the app. **Miri was able to increase daily spend by a factor of five and lower US CPA by 44% in six months.**



**Romain  
Delhomme**

Head of Marketing

“The tightness on achieving objectives, a total confidence in the mastery of the platforms, the comprehension of what’s problematic and good communication.”