

App campaigns Success Story

Calm

Google Analytics for Firebase

Calm sees significant improvements to App campaigns with Google Analytics for Firebase



Calm
San Francisco, CA, USA • calm.com



The challenge

Calm is a meditation app designed to help users reduce stress, sleep better, and improve focus. Having worked with Google Ads for several years, Calm had enjoyed significant success in acquiring new users, but now faced the challenge of scaling these efforts. Moving beyond the “low hanging fruit” required a larger cost per acquisition (CPA), which Calm needed to reduce in order to scale.

The approach

Calm decided to optimize its App campaigns with the actions it was tracking in Google Analytics for Firebase. By integrating its App campaigns with Google Analytics for Firebase, it was able to improve the scale and efficiency of its ads. In particular, due to a considerable CPA improvement, it allowed the company's ads to show across a wider range of Google inventories, helping it to achieve a greater presence on domains like YouTube and Display, which the App campaigns had been less able to serve previously.

The results

The new system demonstrated the benefits of optimizing towards actions tracked with Google Analytics for Firebase because of its real-time integration with Google Ads. On Android, Calm's CPA was 12.5% better, providing 32% more installs. For iOS, the numbers were also strong, with a 9.4% lower CPA and a 71.5% higher number of installs. Calm is currently migrating all its Google Ads campaigns to use Google Analytics for Firebase conversion actions, and intends to proceed with scaling its ad spend.

32%

more installs on
Android

71.5%

more installs
on iOS

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