

Bible Offline reaches their target audience and sees a 10% lift in revenue

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-Marcel Rocco
Founder and Developer, Bible JFA Online



Goals

- Grow revenue

Approach

- Use data to design smarter new user acquisition campaigns based on target audiences (with high lifetime value) and optimized CPIs
- Run Universal App Campaigns where these targets are achievable
- Use Firebase for optimized management and data collection

Results

- 10% higher revenue
- 15% increase in 30-day user retention
- \$600 per month in operating costs saved with Firebase



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Google