

Kiyu uses Google to acquire users with 50% greater engagement than other channels

"We built an app for Journey of Flower, a popular drama in Asia. We wanted to find a way to grow our app, so we used Google's app install solutions. We're thrilled with the results - the users we've found through Google have excellent LTV, pay rate, high engagement and great retention."

- Wu Wei Lin
Marketing Manager, Kiyu

Goals

- Drive a high volume of installs
- Maximize advertising yield

Approach

- Launched Universal App Campaigns
- Search Ads in Play
- YouTube app install ads

Results

- CPIs 50% lower than that of other channels
- Greater engagement with a retention rate 50% higher than that of other channels
- Grew user base in target markets



Google

Success story

Kiyu uses Google to acquire users with 50% greater engagement than other channels



50% increase in app engagement



50% lower CPI compared to other channels



Grew user base in target markets

“We built an app for Journey of Flower, a popular drama in Asia. We wanted to find a way to grow our app, so we used Google’s app install solutions. We’re thrilled with the results - the users we’ve found through Google have excellent LTV, pay rate, high engagement, and great retention.”

- Wu Wei Lin
Marketing Manager, Kiyu



Success story

**Kiyu uses Google to
acquire users with
50% greater
engagement than
other channels**

50%

increase in app
engagement

50%

lower CPIs than
other channels

Google