

# Product Madness drives installs and lowers costs by adopting Universal App Campaigns

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- Mark Beck

*VP for Finance and User Acquisition*

## Goals

- Generate maximum reach in promoting Heart of Vegas app
- Simplify campaign setup

## Approach

- Implement three-month test of Universal App Campaigns (UAC)
- Establish a target cost-per-install (tCPI)
- Increase budget while decreasing target CPI to improve spend efficiency

## Results

- 26% uplift in installs
- 25% lower CPI
- 2.2x higher ROI compared to other Android user acquisition channels

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