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### **BACKGROUND: The Safe Driver's Sidekick**

Drivemode is the simpler way to use your phone while driving. With a streamlined interface, easy-to-use voice commands, and extra-large control buttons, the app is designed with safety in mind so that you can stay focused on the road.

### **OBJECTIVES: Fast-Tracking Installs**

Drivemode sought to massively scale their American user base while optimizing toward low Cost per Install. Joining their Facebook® Marketing Partner Taptica, the developer generated highly-immersive Canvas ads to illustrate the app's groundbreaking functionality first-hand.

When Taptica suggested we test Facebook's new Canvas tool for app installs, we weren't sure what kind of results to expect. Within days of their launch, these ads were pulling perfect relevance scores and driving well over half of our installs... suffice to say we're convinced.

- Yo Koga, CEO and Co-founder, Drivemode

### **THE TAPTICA APPROACH: Immersive Optimizations**

Armed with an array of creative iterations from their in-house studio and the advanced programmatic algorithms of their Facebook-optimized platform, Taptica launched large-scale app install campaigns across the social network.

When compared to Facebook Power Editor, a key differentiator of the Taptica platform is its proprietary auto-optimization technology. This technology uses custom conditioned rules to maximize volume and minimize cost across the social ecosystem.



Taptica's fully-customizable rules utilize post-install events and real-time campaign performance details to automate key functions like pausing/ running campaigns and expertly reallocating budgets to push resources towards high-performing user segments, ad types, and targeting strategies.

Plus, a unique added value of Taptica's proprietary rules is the ability to critically compare conditions against performance. This enabled Drivemode to define each of their ideal KPIs from the get-go, and orchestrate the critical conditions under which their rules would be set in motion.



While the automated rule systems behind Power Editor offer a standard set of options for conditional optimization, Taptica's proprietary rules go above and beyond those allotted capabilities, allowing for additional custom conditions based on reach, clicks, CVR, yield, profit, income, post-install behavioral events, customized functions for multiple KPI calculations, and more to ensure the ideal combination of quality, scale, and cost-efficiency.

In this way, the platform was able to automatically ensure that Drivemode's resources were only shifted toward sources that met all of their critical performance benchmarks, seamlessly maximizing their return on ad spend with every impression.

	CPA	Conversions	Post-Install Events
	✓	✓	✓
	✓	✓	✗

Relying on these proprietary conditioned rules, the Taptica platform was able to automatically identify and optimize toward the specific campaign elements that consistently drove the developer's highest conversions against their lowest bottom-line CPIs.

In this case, the outstanding high performer was Facebook's Canvas ad unit.

Because App Install is a fairly new objective for Canvas ads, its results are still largely undocumented. So as a performance advertiser seeking cost-effective installs at major scale, Drivemode was an unlikely candidate to otherwise experiment with an all new ad type.

For this reason, the automated rules and conditions driving Taptica's social platform were essential in identifying the developer's unexpected top-converting ads, and sending campaign results skyrocketing as a result.

## RESULTS: Campaigns in the Fast Lane

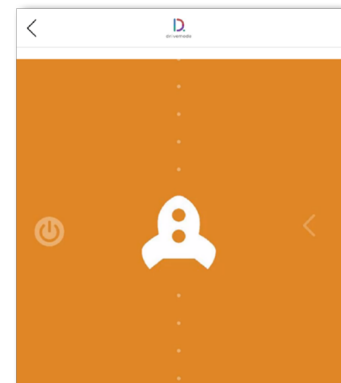
Upon further optimization toward their newfound high-performers, Canvas ads came to account for 60% of total installs at 5% lower CPIs. Within one week, Drivemode's optimized Canvas ads drove:

**60%**  
Higher  
CTRs

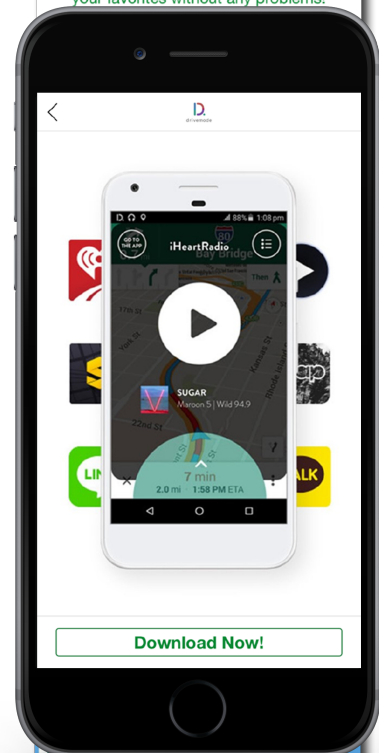
**40%**  
More  
Installs

**5%**  
Lower  
CPIs

**10/10**  
Facebook ad  
relevance score



Unlike other driving interfaces that force you to use certain apps you don't even like, Drivemode allows you to connect all your favorites without any problems!



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Drivemode is a driving app designed with safety in mind so you can stay focused on the road.

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