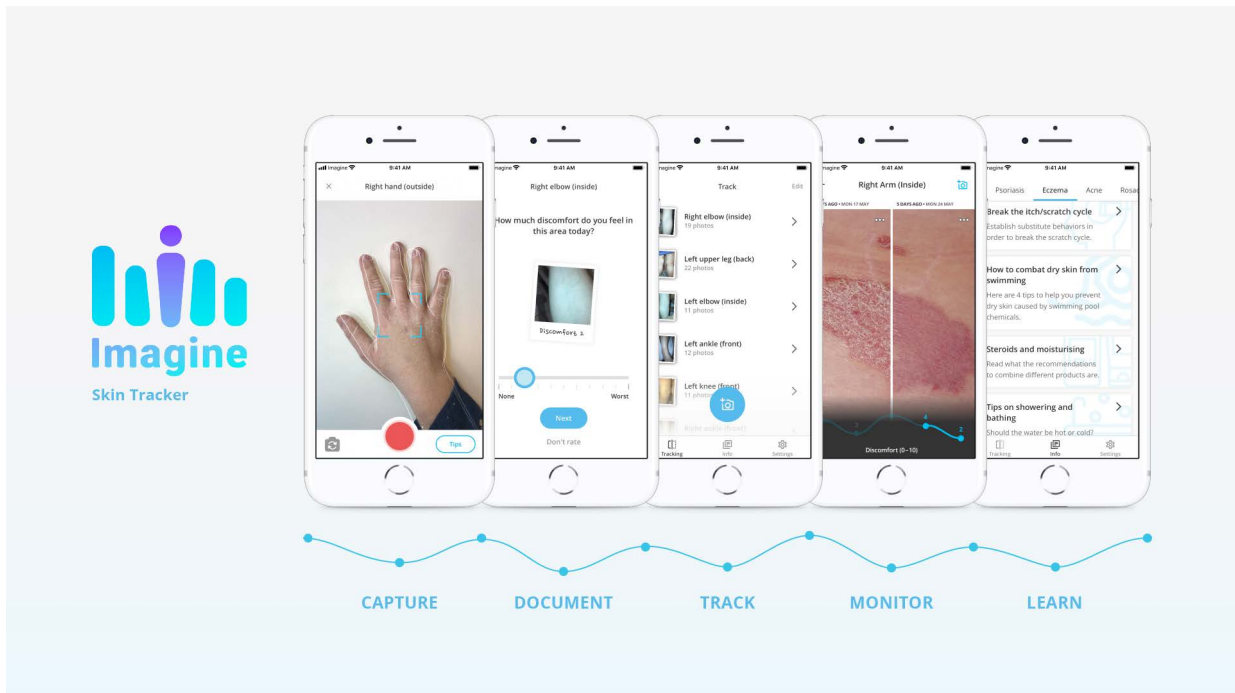


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WHEN EVERY DOLLAR COUNTS: LEO INNOVATION LAB REDUCES COSTS AND OPTIMIZES CAMPAIGNS WITH APPSFLYER



10% Monthly Budget Savings	43% Lower CAC	111% Growth in User Base
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“Our mission is to help improve as many people’s health as possible through digital innovation. We have to ensure that every dollar spent is spent wisely. With AppsFlyer, we were able to measure the entire user journey and put actual numbers behind our marketing investment and measure the success of every campaign. This is huge for us.”

Adrian Young-San Roessler
Head of Imagine





BACKGROUND

LEO Innovation Lab is an independent digital health care unit, established and fully funded by LEO Pharma as part of a long-term strategic decision to focus on helping patients with digital technology. LEO Innovation Lab is located in Copenhagen, Denmark.

Leo Innovation Lab has set forth their mission to work tirelessly towards improving the lives of people living with chronic skin conditions, regardless of income or location. Their core belief is that healthcare is a basic human right that everyone should have access to.

THE CHALLENGE

When the Innovation Lab was first established in 2015, the team encountered a challenge when working with mobile. Whilst existing web-based projects had end-to-end measurement set up to understand user journey from ad click behaviour, mobile was unique in that it was a fragmented ecosystem; each provider had their own conditions, rules and challenges. This meant that the tactics the team was used to using for web attribution did not work for mobile. This provided the team's resident growth hackers with very limited visibility into ad spend beyond the top of the funnel. Furthermore, the products developed in the Innovation Lab often live on a tight lifeline, where darlings are killed regularly if they don't succeed. This fast-paced, iterative approach is necessary to ensure focus on the most valuable solutions for improving the lives of patients. As most of the products have a strategic focus to not generate revenue early-on when focusing on innovation and establishing market fit, cost management is critical, especially with significant budget going towards marketing.

Enter AppsFlyer. By using one platform that could track and attribute all sources of paid media, not only did the team finally have full visibility into what the funnel looked like, but was also able to segment their products and avoid cannibalisation between their different apps.

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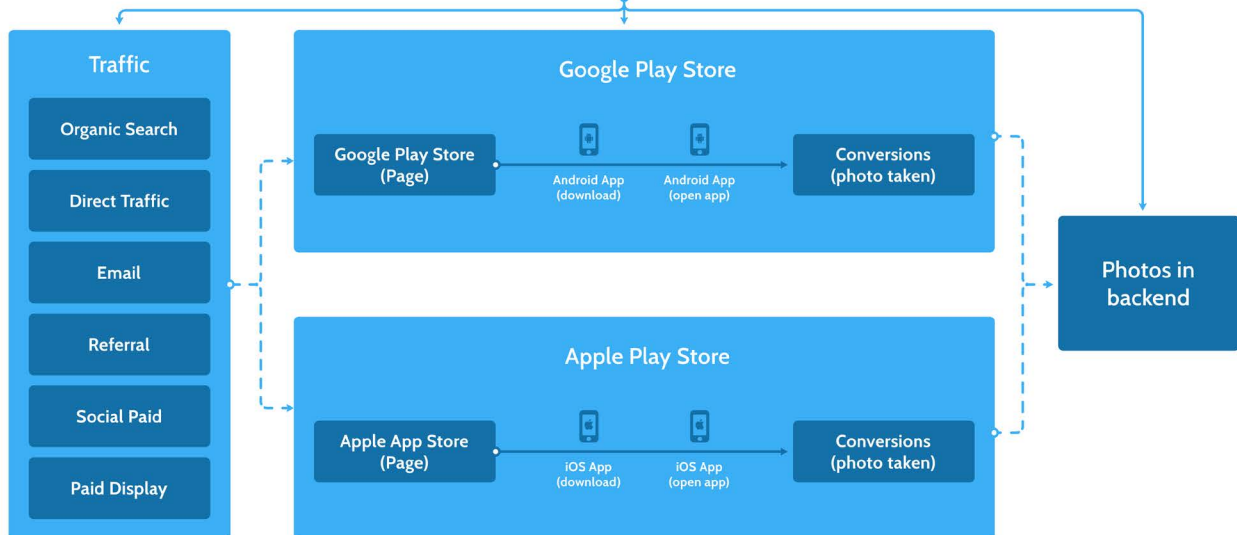


Image: Funnel of the Imagine app, designed to collect user submitted skin photos to enable Machine-Learning-based diagnostic features

LEO Innovation Lab now had a solution that would allow them to attribute every app install to the campaign and media source that drove it. Furthermore, the team could create granular dashboards to report which network or channel, ad type, ad group, and ad creative had driven the conversion.

RESULTS

LEO Innovation Lab implemented AppsFlyer tracking on the Imagine - Skin Tracker app, enabling them to track Universal App Campaigns on Google Adwords, throughout the entire funnel.

Monthly budget savings and optimisation attributed from knowing the source of in-app event attribution: 10%

Including the cost of the service, the team was able to save and reallocate 10% of its global marketing budget.



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Cost reduction on high-quality user acquisition: 43% (6 months vs previous period)
Implementing AppsFlyer and relying on the data for continuous optimization at a granular level across all acquisition channels, enabled the team to reduce CAC by 43%. This allowed us not only to find more quality users but to do so at a considerably lower cost (over a six month period).

Acquisition volume increase: 111% (6 months vs previous period)

The team was able to stop cannibalising on core mobile products and target new users and channels at a granular level. This allowed them to scale marketing efforts and to grow their monthly user base by 111%.



Our apps rely on user reporting. By optimizing our mobile app campaigns and ad spend, we have managed to grow our user base over 100% while also lowering our acquisition costs.



Maria Freitas
Growth Hacking Manager