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How Ollie uses Koah's ContextMatch to drive app downloads

Partnered since 2025



2x

Higher CTR

3%

Average CTR

Ollie is an AI assistant that helps families reduce the stress of running a household by automating the mental work of planning meals and groceries. It learns preferences, suggests recipes, and creates grocery lists with ordering options. Founded in 2023.

Ollie's go-to-market (GTM) strategy focused on two key hypotheses. First, they believed they would succeed by targeting parents who already used AI-powered products. Second, they needed to find conversations where busy parents expressed feeling overwhelmed by meal planning—a more precise approach than traditional advertising to a broader, less relevant audience. To execute on these goals, they partnered with Koah to tap into the newest advertising channel; GenAI applications.

Audience targeting that works

Ollie uses Koah's ContextMatch technology combined with sophisticated device and geographic targeting to get in front family-focused users precisely when they're engaged

conversations about meal planning and other related themes. In addition, by leveraging



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conversion rates and remarkable seven-day retention metrics.

Furthermore, with dedicated support from the Koah team, Ollie launched their campaigns in just 10 minutes without needing any further optimization.

The Next Wave of Digital Advertising

This collaboration revealed two compelling insights: GenAI application users demonstrate extraordinary engagement levels, and these platforms have become the preferred destination for solution-seeking consumers—including the valuable parent demographic. For brands seeking to connect with highly motivated users actively searching for solutions, Koah's platform offers unparalleled access to this engaged audience.

Talk to GenAI Advertising Experts

Want to get in front of this audience? [Contact the Koah team today](#) for expert guidance on maximizing your brand's potential in this emerging channel.



Native monetization for GenAI.

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