



# STARTAPP HELPS PSafe TO GROW IT'S USER BASE WITH HIGH QUALITY USERS

By **START/APP**

## SUCCESS STORY

PSafe Technology, a developer of security software and apps for mobile devices, worked with StartApp to acquire new, high-quality users in Brazil for their security and performance apps. Through the 1st year of the campaign, PSafe and StartApp were able to measure a steady rate of installs and a steady increase in user retention rates from new installs from quarter to quarter. In December 2018, the retention rate for their security app surpassed 50%.

**50%**

User retention rate  
from new installs

**+3,000%**

increase in installs  
in Brazil

## THE GOALS

PSafe sought to increase the number of app installs for their security and performance apps in Brazil, but they wanted high-quality users who would use the apps often. To measure this, PSafe set a KPI goal for 3-day retention for new installs.



## THE SOLUTION

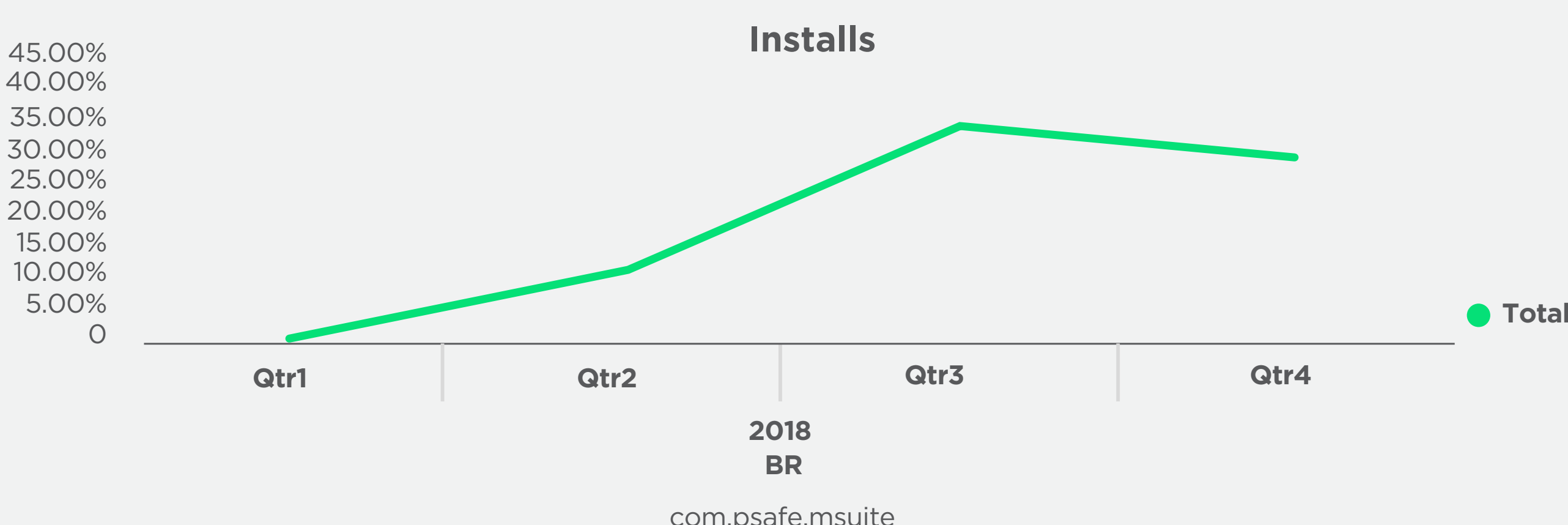
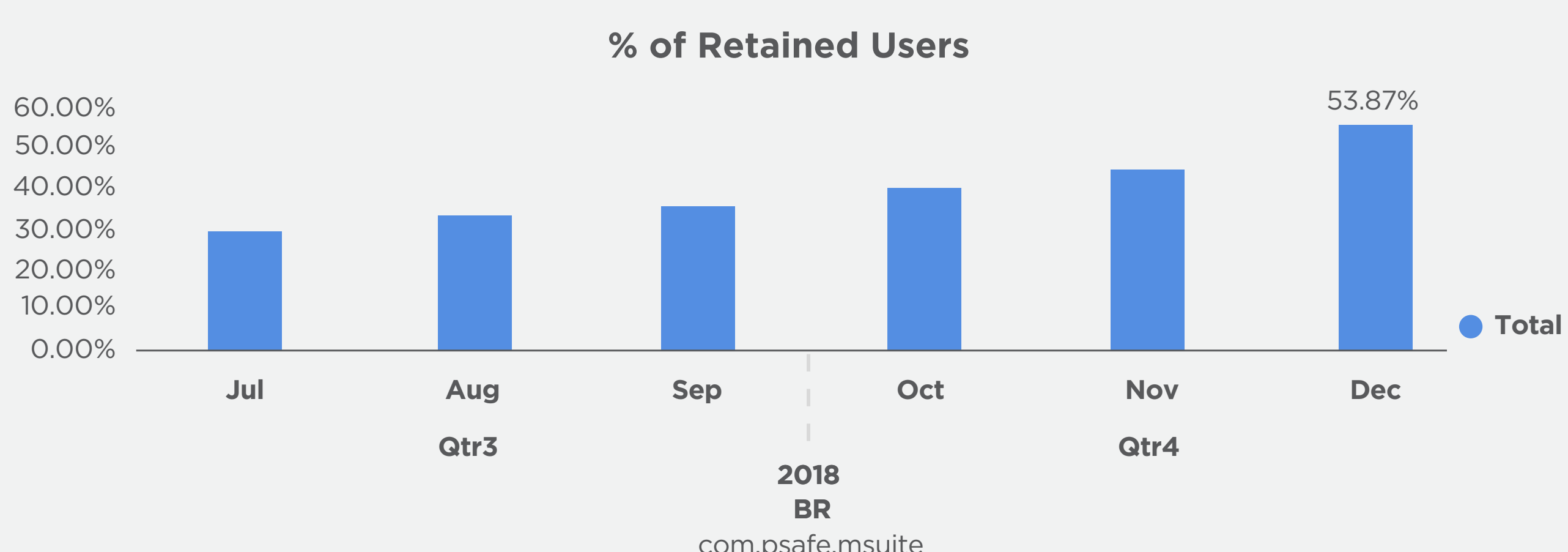
- StartApp served PSafe's campaigns across its extensive SDK network in Brazil to quickly scale the campaign
- StartApp then began evaluating every traffic source by calculating the retention ratio of users from that traffic source
- StartApp prioritized high-quality sources that showed retention rates higher than 40% and removed low-performing traffic sources to strengthen user quality



## THE RESULTS

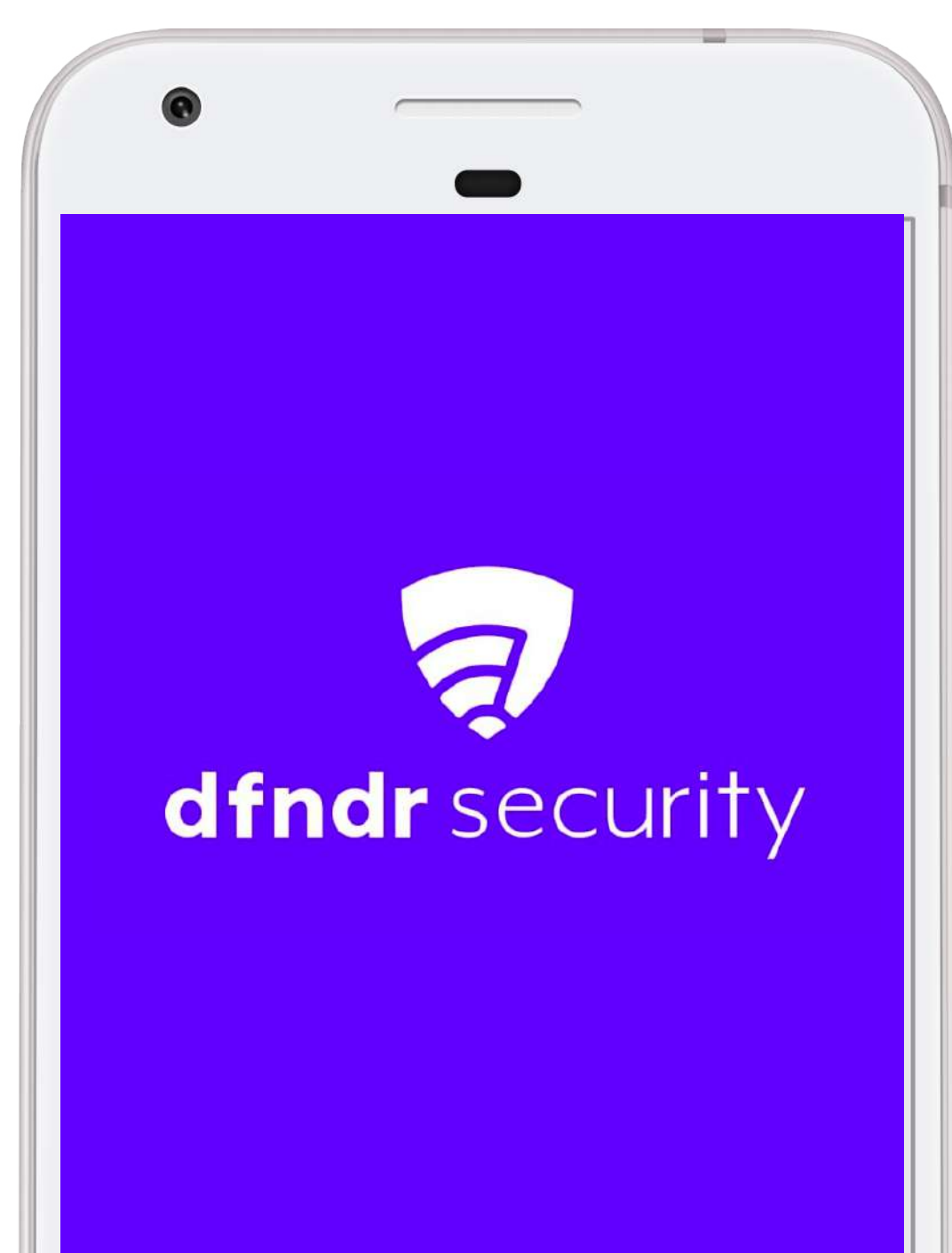
Throughout the course of the campaign, StartApp and PSafe measured a gradual improvement in both install volume and user retention rates quarter over quarter.

- +3,000% increase in the number of installs from Q2 to Q4
- User retention rate from new installs surpassed 50% in December of Q4



## ABOUT PSafe

PSafe Technology is a leading provider of mobile security, privacy, and performance optimization apps. The company is dedicated to delivering innovative products that protect consumers' freedom to safely connect, share, play, express, and explore online. The company is headquartered in San Francisco, CA with offices in Brazil and numerous satellite employees around the globe.



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MOBILE, FULFILLED.