

ZEPHYRMOBILE

Mobile app developer Zephyrmobile ran ads to promote its *Live Wallpapers Now* app and found that the most effective placement was ads in Instagram Stories, which increased the click-to-install rate by 1.5X.

[View @livewallpapers_now](#)

THE STORY

Making mesmerising apps

Zephyrmobile is a mobile app developer and publisher focused on creating high-class, entertaining apps used by people around the world.

1.5X

increase in click-to-install rate

1.3X

return on ad spend

50%

decrease in cost per subscriber

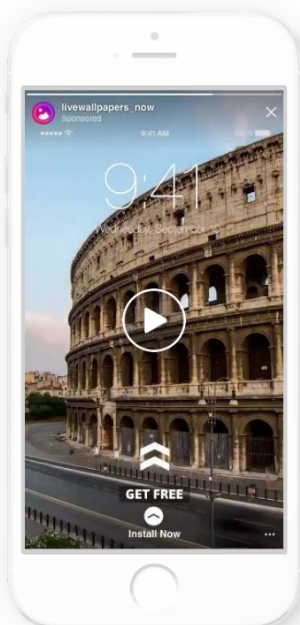
'We found the ad format that could demonstrate the keystones of our *Live Wallpapers Now* app—brightness, motion and high resolution. So we unleashed the potential of short vertical videos to engage new valuable users globally. Using full-screen video ads gave us a 1.5X increase in the click-to-install rate while lowering subscriber costs by 50% at the same time.'

EGOR BELYI, HEAD OF MARKETING, ZEPHYRMOBILE

THE GOAL

Adding flair to phones

The app developer needed a way to drive engaged app users to its *Live Wallpapers Now* app, which offers a unique collection of interactive and moving wallpapers that people can use as their phone backgrounds.



THE SOLUTION

Creating the perfect ad

Using a combination of placements, including ads in Instagram Feed and Stories, Facebook News Feed, Audience Network and Messenger, the app developer ran over 100 different ad creative executions to see which would perform best. After precisely defining its target groups, Zephyrmobile showed the ads to men and women in top markets who were interested in wallpapers, shopping and entertainment.

In just three months from the start of the campaign, with ads in Instagram Stories alone, Zephyrmobile was able to increase its click-to-install conversion rate by 50% and lower its cost per subscriber by 50%. It also saw a 1.3X return on ad spend with ads in Stories.

[Create Ad](#)