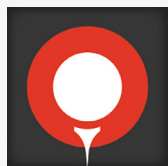


# Fiksu, Shotzoom, and Facebook: a winning combination.



Fiksu's programmatic media buying and optimization tools for Facebook help Shotzoom scale their business and lower their user acquisition costs.

## Summary

**App: Golfshot: Golf GPS<sup>1</sup>** – leading GPS-based course management, scoring and golf instruction app for iOS and Android. Helps golfers improve their game and lower their score.

**Client challenge:** Validate freemium business model for new subscription-based golf app; scale user base cost effectively across 50 countries.

**Channels and tactics:** Facebook, augmented by other channels to drive new users and re-engage existing ones. Used Fiksu SDK for complete mobile measurement on Facebook, including LTV and purchase metrics.

### Facebook capabilities employed:

- Segmented audiences and microtargeting
- Interest targeting
- Lookalike campaigns across multiple countries
- Retargeting to re-activate seasonal users

### Fiksu programmatic optimization technologies employed:

- Programmatic campaign management and optimization tools
- Automated budget management and allocation tools
- Creative optimization and testing tools

**Results:** Generated over 1 million downloads across 50 countries, validated business model.

<b>Conversion Rate:</b>	27%	<b>CPI:</b>	Under \$3/Low as \$1.40
<b>Category Rank: (Sports)</b>	Top 5	<b>Trial Registration Rate:</b>	Over 50%
<b>Retargeting Cost:</b>	1/3rd Cost of New User	<b>Overall Cost/Download:</b>	Under \$1

<sup>1</sup>The iOS version of the app was previously named PGATourCaddie

## Fiksu Case Study

# Fiksu, Shotzoom, and Facebook: a winning combination.

## Golfshot: Golf GPS

App developer Shotzoom had seen success with several golf-focused paid apps, but the introduction of their free-to-download Golfshot app for iOS and Android presented a new challenge. Shotzoom decided to look for an experienced partner who could help them develop a profitable mobile marketing strategy for their new business model.

The standards were high: Ben Addoms, Shotzoom's President, had started one of the original web ad serving companies and had stringent requirements for measurement and optimization. "I wanted the tools and techniques for closed loop marketing that I was familiar with, but struggled to find partners that could provide them." Shotzoom's agency suggested Fiksu. The result is an app marketing strategy that has delivered over one million downloads to date.

## Teeing off

During the initial launch, Fiksu and Shotzoom quickly determined that Facebook, with its market-leading reach and ability to segment audiences precisely, would be the cornerstone of Shotzoom's acquisition strategy. Other sources were added into the mix to supplement volume. Shotzoom's objective was to scale their business at a blended CPI of \$1 between organic and paid app installs.

After an initial test period, the app quickly ramped up, achieving over 4,500 non-incentivized conversions per day and a top 5 category rank. But download volume alone doesn't equate to a successful marketing strategy.

## Keeping score: Fiksu measurement

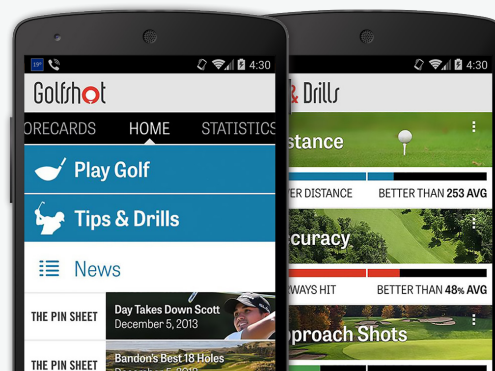
GolfShot monetizes via annual subscriptions for additional features and training tools. That meant success depended on tying marketing spend to in-app revenue.

*"Fiksu enabled us to scale and reach top 5 in our category while achieving our cost and ROI goals."*

— Ben Addoms, President, Shotzoom

Shotzoom used Fiksu's SDK, which provides comprehensive mobile measurement for Facebook, as well as a wide range of other sources. It enables monitoring of LTV events such as purchases and registrations and relates that data back to marketing tactics. Integration was quick and smooth: according to Addoms, "It took our developers an hour and a half to integrate it."

The SDK also delivered on accountability. Addoms notes: "Fiksu's SDK allowed us to measure and report every stage of user engagement, from conversion through trial and purchases. We can line up multiple networks and understand relative performance between them – that makes us more confident in our user acquisition strategy and ensures we are spending money in the right places."



# Fiksu, Shotzoom, and Facebook: a winning combination.

## Staying out of the rough with Fiksu programmatic tools

After seeing initial success with Facebook mobile app ads, Shotzoom's campaigns began to exhibit performance fatigue. Fiksu's programmatic tools for Facebook helped Shotzoom overcome this challenge in several ways:

- **Microtargeting**—Fiksu tools identified hundreds of granular segments that yielded superior performance.
- **Automated creative testing**—Continual refreshing and testing of new creatives and allocation tools.
- **Interests**—Fiksu tools for content mining Facebook interests identified new audiences that yielded additional volume.
- **Lookalike audiences**—identified monetizing audiences using Fiksu segmentation tools, and leveraged Facebook lookalike audiences to expand volume.
- **Automated bidding and budgeting**—continuously allocates budget to the best performing microtargets and eliminates inefficient segments.

## Reaching the green with retargeting

Because their business is seasonal, Shotzoom was an early user of Facebook's retargeting capability. Shotzoom used Facebook retargeting to re-engage with specific segments that had been inactive, and remind them to come back to the app. Says Addoms, "Retargeting results were very positive: our cost to reactivate a user was one-third the cost of a new user. Retargeting is now a key component of our plan."

## Working with a pro

Just as golfers can learn from a pro to improve their game, Shotzoom found Fiksu's expertise, technology, and access to mobile sources critical to improving their user acquisition game.

*"Fiksu continues to stay ahead of the curve on how to optimize and scale with Facebook."*

— Ben Addoms,  
President, Shotzoom



Working with Fiksu enabled Shotzoom to rapidly grow their user base while maintaining CPI within target levels. CPIs were below \$3 and overall cost per download was under their \$1 goal. In addition, the trial registration rate was over 50%. Shotzoom also achieved their goal of identifying a profitable method of driving new users.

Addoms sums it up: "We've learned more, faster, and been able to take advantage of opportunities to grow with more confidence because Fiksu has the right technology and mobile expertise. Fiksu continues to stay ahead of the curve on how to optimize with the tools and technology Facebook provides."