

SOCIOPAL Gets 30% more Mobile App Downloads without Increasing Spend



*"The **SOCIOPAL** app helps small businesses market themselves through content, so using **Taboola's** content discovery platform was an easy decision for us. With just a little help from **Taboola**, we were able to launch our content*

campaign and drive cost-per-lead down, so now we are getting more app downloads for the same cost."

- Tamar Shor, CEO and Co-Founder, **SOCIOPAL**



COMPANY

SOCIOPAL is a free mobile application geared for small businesses to help them manage their online marketing strategies at their fingertips.



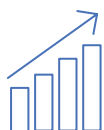
CHALLENGE

Increase customer acquisitions through app downloads while keeping a lower cost-per-lead.



SOLUTION

Leverage **Taboola's** targeting technology to reach small business owners through recommended content.



RESULTS

Increase in application downloads without increasing ad spend.

30%

Increase in App Downloads



Introduction

Most small businesses are in a constant struggle to turn a profit and fight back against big brands, however they rarely have the time, budget, and know-how to leverage the web and social media for acquiring and retaining customers. **SOCIOPAL**, a popular free app, makes it

possible for any business owner to harness the power of online marketing by spending just a few minutes every week posting content curated by **SOCIOPAL** and engaging with followers on Facebook and Twitter.



Reaching Audiences Via Taboola's Content Discovery Platform

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Sponsored Content by Taboola

BETTER by the MINUTE

Better Lifestyle | Better Business | Better Finances | Better Beauty | Better Tech | Better Health | Better Shopping

SPONSORED CONTENT

HOW ONE SIMPLE APP HELPED SAVE A SMALL BUSINESS

When you run a small business, things can seem very overwhelming. Where big corporations can just throw money at a problem, for the small business owner - every minute and every dollar is precious.

This was very true for Joel Radford, who had a dream to open a small sandwich shop in the Chicago suburbs. After working toward it for almost ten years, Joel did finally open his shop. He was frequented by a small, loyal customer base, but it just wasn't enough to make ends meet. His customers always wanted to recommend the place to their friends, but all he could do was give them a flier and hope for the best.

Marketing had become a huge issue. He knew he needed at least a website and a facebook page, and that handling out pieces of paper was just not going to cut it. The problem was - he didn't have the time or the knowledge to do it himself, and he definitely didn't have the money to hire a marketing expert or a web designer to do it for him.

"I was so frustrated," Joel admits. "I'm a consumer. I knew that having an online presence gives a business legitimacy. I knew I needed marketing as well, but I had no idea how to spend my meager advertising budget, and I personally don't know anything about online marketing." Within a few months Joel knew he couldn't survive much longer without getting more customers.

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SOCIOPAL - Your Business Online
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Open iTunes to buy and download apps.

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Free
Category: Business
Updated: Feb 6, 2014
Version: 3
Size: 5 MB
Language: English
Seller: SOCIOPAL LTD
© 2012 SOCIOPAL, Ltd.
Rated 4+

Compatibility: Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5.

Customer Ratings
We have not received enough ratings to display an average for the current version of this application.
All Versions:
★★★★ 11 Ratings

Description

Grow Your Small Business Using Facebook, Twitter, Website & More

- The Popular Free App for Small Business Growth
- See your Business on Facebook, Twitter, Website

[SOCIOPAL - Your Business Online Support](#)

What's New in Version 3.9

Bug fixes

iPhone Screenshots



Driving Mobile App Downloads

Since its launch, **SOCIOPAL** has focused on online campaigns targeted at acquiring those users who would stand to gain the most value from the app—small US-based businesses.



Taboola Enables SOCIOPAL to Scale Acquisition without Increasing Cost

In its pursuit of additional innovative and highly effective download campaigns, **SOCIOPAL** turned to content discovery for customer acquisition. The marketing team created a couple of blog posts targeted to small business owners and added CTA buttons, offering users a free download. They then used **Taboola** to distribute the blog posts across its network of premium publishers, and **Taboola's** recommendation engine was used to optimize the campaign for downloads. Results were outstanding. **SOCIOPAL** drove 30% more downloads of its app without increasing its ad spend.