SOCIOPAL Gets 30% more Mobile App Downloads without Increasing Spend

SO SOCIOPAL

*"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.
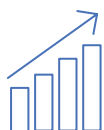
CHALLENGE

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

Taboola CaseStudy

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

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.