KEY METRICS

DROVE NEARLY
3.5 MILLION
CLICKS

ACQUIRED OVER
225,000
NEW USERS

INCREASED USER BASE
ACROSS SIX COUNTRIES

Cleanfox Leverages AdAction Rewarded Inventory to Expand Reach

BACKGROUND

CLEANFOX REMOVES NEWSLETTER INBOX SPAM AND DECREASES YOUR CARBON FOOTPRINT

Cleanfox is a productivity app developed by Foxintelligence. It is the most practical and ecological app to automatically delete from polluting newsletters. With Cleanfox, not only do you clean your mailbox, but you also reduce your carbon footprint.

It works in three easy steps:
• Connect a mailbox.
• Choose which newsletters to delete. (You have three options: auto-delete all emails from the newsletter, delete all newsletters received, or keep the newsletter).
• Start cleaning, moving chosen deletions to the trash bin.

The app is free to download and use. It's available for use for a global audience, including Europe, South America, and the U.S.

CHALLENGE

NATIVE REACH WAS STRONG, BUT THE COMPANY SOUGHT EXPANSION

Cleanfox's owner Foxintelligence is based in France. The company had significant organic reach within its home base but wanted to expand to other European countries where it was just launching. They were seeking user acquisition (UA) strategies that matched their needs and focused on quality installs and users.

SOLUTION

CPE CAMPAIGNS TO DRIVE UA FOR MULTIPLE GEO-LOCATIONS

Cleanfox worked with our mobile marketing experts to create customized rewarded campaigns. The first CPE (cost per engagement) campaigns launched in the UK, Germany, and Spain across iOS and Android. The model of CPE means, Cleanfox only pays when users download and register on the app. The marketing plan also optimizes on other downstream events to ensure quality and volume.

AdAction was actually the app's first marketing partner, helping them navigate through the often complex mobile app marketing world. Guillaume Motte, Traffic Manager, said, "We have fully transparent communication with AdAction. We share our goals, and AdAction offers a plan to reach them."

"AdAction offers us a high volume of users in several geos at the most reasonable cost."

Guillaume Motte, Traffic Manager for Foxintelligence

RESULTS

CLEANFOX GAINS NEW REACH IN NEW MARKETS

The CPE model helped the app achieve its UA goals, with quality traffic in large volumes, expanding its reach in new markets.

After implementing the CPE campaigns, the app enjoyed high traffic and more user downloads. In turn, this increase is boosting their organic rankings on the app stores in their category. Optimizing for more downstream events is also helping the app improve in ranking. Based on the success of the program in the first three geo-locations, we are planning with the customer to focus on three to four new countries.

Learn more about Cleanfox by visiting their website or downloading the app on the App Store or Google Play.