



KEY METRICS

3X

GAIN USERS FROM
INITIAL GOAL

#64

UNRANKED IN
ENTERTAINMENT
CATEGORY

COMPETITIVE CPIs

Snibble Uses AdAction Rewarded Traffic Inventory, Achieves 3X User Growth

BACKGROUND

SNIBBLE CREATES A NEW SOCIAL AND VIDEO EXPERIENCE

Snibble combines the short-form video entertainment of TikTok with the closed social and messaging functionality of Snapchat. Unlike those two platforms that rely on user-generated content, Snibble works with leading content creators to curate videos about subjects that interest Gen Z.

Snibble allows users to discover, share, and watch videos with friends. It boasts a next-gen user experience that's completely customizable. It provides users access to premium short-form video in various searchable categories like music, movies, gaming, fashion, sports, and news.

CHALLENGE

PRE-LAUNCH AND POST-LAUNCH GOALS FOCUS ON VOLUME, QUALITY, AND RETENTION

It's hard to break into the social media and video app space. It's extremely competitive and saturated. However, Snibble does have a different approach to combining the two, and an emphasis on premium content is different. The app was seeking to break into the market, targeting Gen Z users (age 16-24).

The app launched in June 2020 with specific goals around user acquisition (UA), relating specifically to the number of downloads. They started with a goal to gain 50,000 users in 2020.

Since the app's launch, with the support of AdAction's rewarded traffic, the goal of driving users shifted from securing those users to retaining them, since meeting their acquisition goals occurred faster than expected.

SOLUTION

ADACTION LEVERAGES INVENTORY TO DRIVE INSTALLS AND RETENTION

Snibble started with a multi-channel approach to drive traffic to their app. They've invested in social media advertising on Facebook, Instagram, Twitter, and Snapchat. While it's been somewhat effective, it doesn't compare to the delivery on AdAction's platform.

"We've spent a lot of time and money fine-tuning social media ads, but it has nowhere near the volume of AdAction. The rewarded traffic offerwalls have been successful with CPIs (cost per install) in line with other acquisition channels. AdAction delivers top-line install volume, which drives momentum in the App Store," Neale Halliday, Chief Customer Officer for Snibble, shared.

AdAction has also been a space where they can sample. "It's given us a large number of trialists, and we can now learn about them and engage with them to retain them," Neale added.

This data from the initial users provides them with information about user behaviors. They now know who their "best" users are and are focusing on targeting like users with rewarded traffic campaigns.

One KPI of critical importance is the percentage of daily installs that are organic. Organic lift can be a byproduct of burst campaigns, and Snibble wants to see this steadily increase. This approach includes organic lift from paid as well as an increase in App Store rank, which boosts overall discoverability.



"We've had great account support, the team at AdAction understands our platform and our goals and they've helped us find new ways to drive quality users to the app."

Neale Halliday, Chief Customer Officer for Snibble

RESULTS

SNIBBLE HITS UA GOAL AND SEES RISE IN CHART RANK

In only a few short months, Snibble has hit over 170,000 users, over three times the initial goal. They've adjusted this goal to be 500,000 for the year. The CPI for rewarded traffic campaigns has been competitive when compared to other acquisition channels. The app also now ranks as #64 in the Entertainment category on the App Store.

On working with AdAction to develop mobile app marketing campaigns, Neale commented, "We've had great account support, the team at AdAction understands our platform and our goals and they've helped us find new ways to drive quality users to the app."

Learn more about [Snibble](#) by visiting their website or [downloading the app](#) on the App Store.