



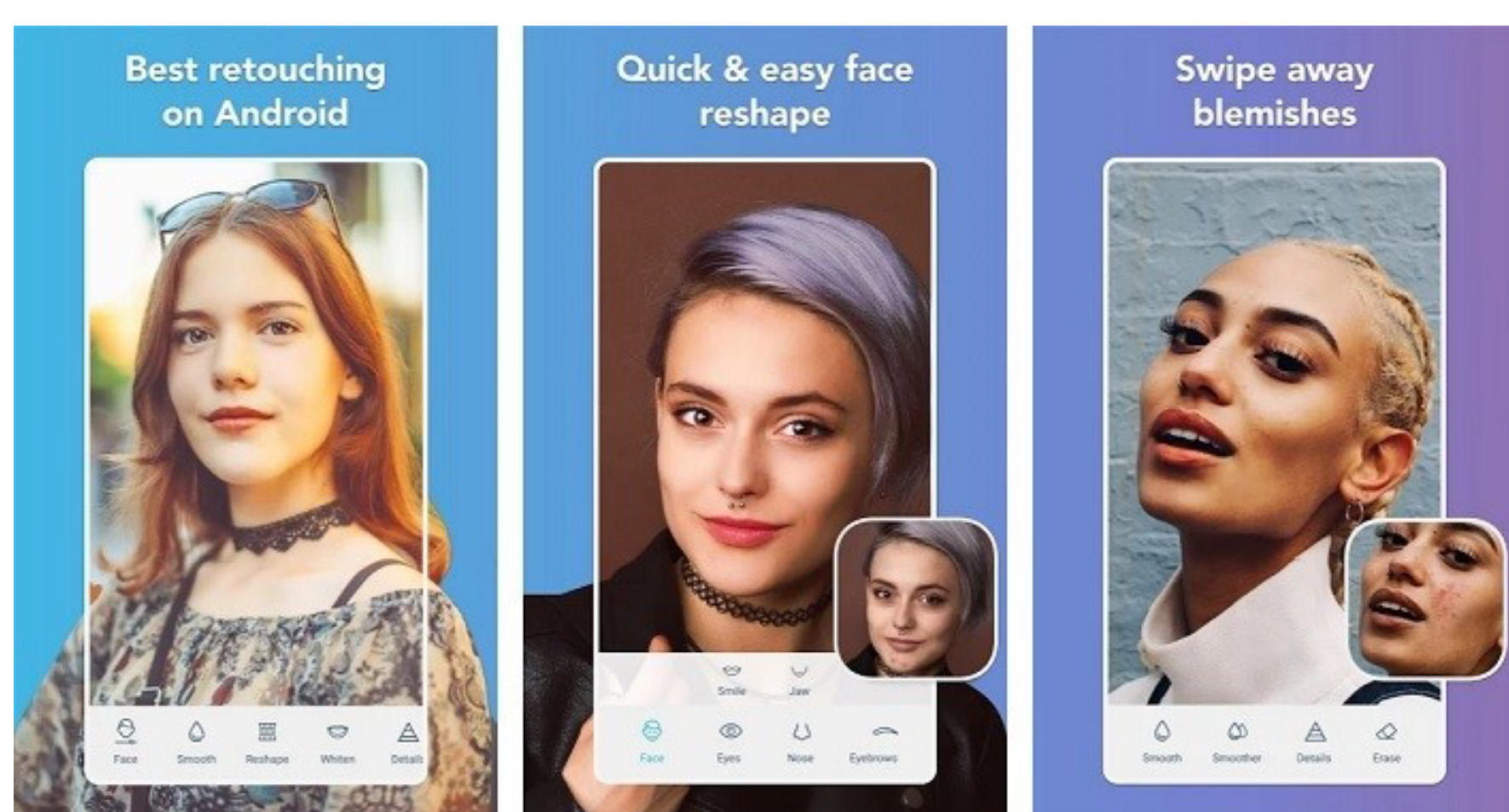
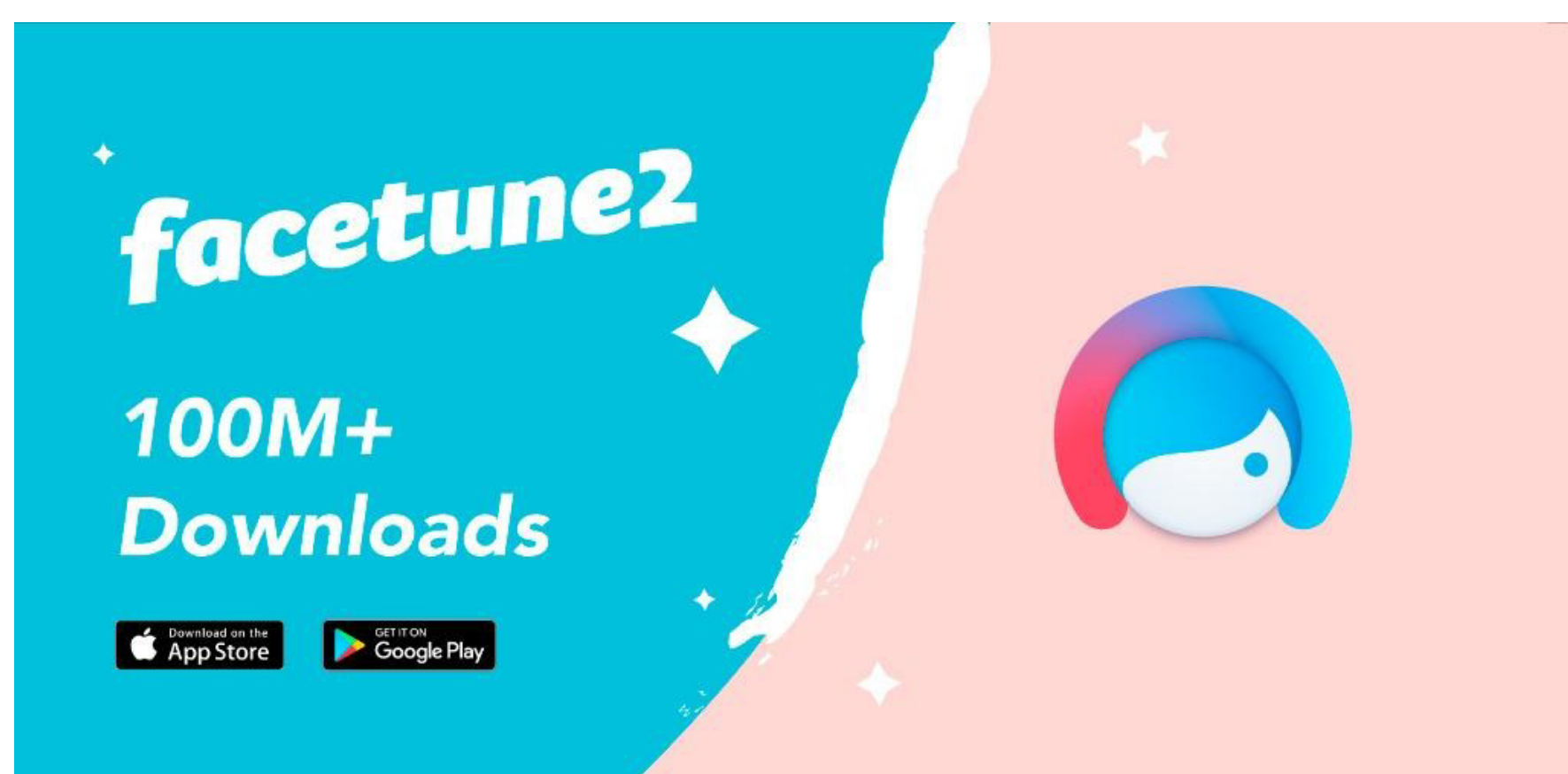
Case Studies



Facetune 2, the shiny reincarnation of hit app Facetune, letting users refine their selfies to show their best selves to the world (published by Lightricks) had its initial launch in China.

SOLUTION:

Being in a new market, Facetune2 is in need of both new installations of quality users and building its brand presence. Apart from setting up a Douyin official account, Facetune2 landed its pilot campaign on Douyin through Ocean Engine to target new users that have a high tendency for in-app premium service purchases.



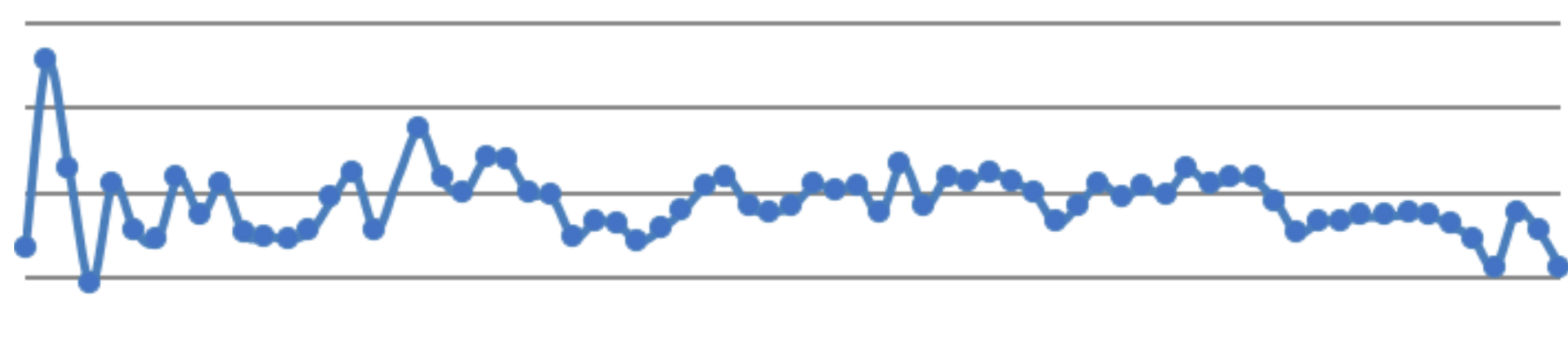
PERFORMANCE:

Conversion Objective: Activation and In-App Purchase

Campaign since: Oct, 2019.

Snapshot of CPA trend over 72-day campaign

Descending conversion cost by optimization on targeting, creative and bidding.



HIGHLIGHT:

Comparing to the average level,

it lowered the conversion cost by **11–18 %**,

and out performed the manual bidding by lowering **20%**

of conversion cost.