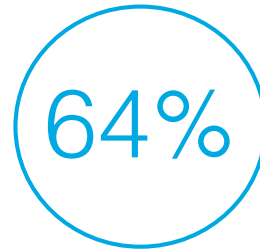
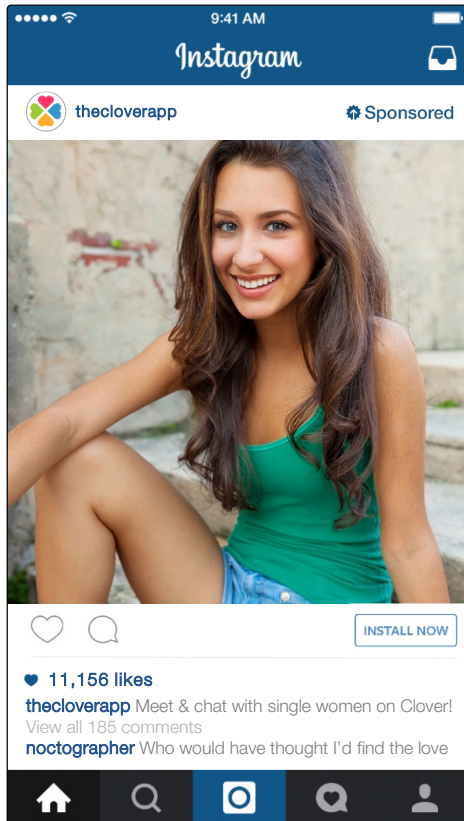




Clover Finds True Love with Instagram

New mobile dating app Clover used Instagram's mobile app install ads to drive downloads among 18-35 year-old single people. Based on early campaign success, they scaled the campaign globally while decreasing the cost-per-install.



decrease in user acquisition costs



increase in new subscriptions

STORY

Swipe less, date more

Clover is the fastest way to meet new people on iPhone, iPad and Apple Watch. Their on-demand service streamlines the entire dating process, helping people find quality dates with minimal effort. Whether it's for casual dating, or finding true love, Clover can help.

GOAL

Helping singles connect

Clover wanted to reach a wider group of people more likely to download and actively use their app on a regular basis. Because of the competitive app install market, they also wanted a place to run ads at a low cost-per-install.

SOLUTION

A better way to find a match

Using the Power Editor tool, Clover created a series of mobile app install image ads that showed appealing photos of single men and women. They included copy that encouraged viewers to meet and chat with other singles on the app, and a call to action button Install Now that linked directly to the app store to download the app. Since Instagram now offers the ability to target ads by relationship status, Clover was able to target their ads to single men and women aged 18-35 living in the United States and Canada who used iOS 7+.

To acquire users in each of its core geographic markets, Clover soon expanded globally, running ads in the United Kingdom, Australia, France and Germany.

By the end of the campaign, Clover achieved a 64% increase in new subscriptions, while reducing user acquisition costs by over 30%. Instagram proved to be the most successful platform to-date for acquiring high-quality app users for the dating app—reaching people more engaged with the app and more likely to make in-app purchases.

“*Hands down Instagram has been the most successful platform for acquiring high quality app users we've ever used to date. We're familiar with Facebook's ad management platform, which has really helped us optimize our campaigns quickly since Instagram uses the same interface.*”

Kris Armstrong
Director of Marketing
Clover Inc.