


How Lifftoff Optimizes Post-Install Campaign Performance with Opt-in Video in Mobile App



 **L I F T O F F** Lifftoff is a full service mobile marketing platform for user acquisition and retargeting, transacting globally across all app store categories. Lifftoff is primarily focused on optimizing their campaigns for cost per acquisition (CPA) by targeting users who will have genuine engagement with the app post-install.

Lifftoff helps their advertisers tackle two main challenges: building an engaged user base and getting the most effective ad creative for their campaigns. They leverage their database of over 2 billion user devices to predict user engagement and drive post-install performance.



“OpenX sends us real time auction feedback so our product team can analyze our bids on OpenX’s supply and maximize the performance that we have on our campaigns.”

- Betty Wan, Business Development & Partnerships

Opt-in Video: A Value Exchange

Opt-in video is a high-value format because users can interact with the ad on their own terms. Once the consumer has opted in and has completed viewing the ad, they will receive an in-app perk in exchange, such as an extra life in a game or unlocking free articles on a news app. Opt-in video is unique amongst all other ad formats for two reasons:

- 1** The user has proactively signaled interest in the ad, therefore it does not have a disruptive user experience.
- 2** It has a very high average completion rate, which allows the advertiser to deliver a comprehensive message and advertising experience to their consumers.



“When [consumers] click, they’re already well informed and the conversions tend to be very high intent, both in the app store and after the app is installed.”

- Phil Crosby, Co-founder and Chief Product Officer

Liftoff helps their advertisers build compelling creative by offering A/B testing tools that help ensure they are always optimizing creative performance throughout the campaign.

After 24,000 A/B tests, they have identified opt-in video as a format that stands out for driving high post-install performance.

Smarter Bidding with the Opt-in Video Signal

Liftoff places tremendous value on bidding intelligently and relies on quality signals from supply partners to make informed bidding decisions. OpenX sends a signal in the bid request that identifies when an ad placement is specifically for opt-in video. After optimizing their technical integration with OpenX, Liftoff now ingests the opt-in signal and is able to adjust their bids accordingly. Since Liftoff’s data has identified opt-in video as a format that drives higher post-install performance, the ability to distinguish opt-in video inventory is crucial to bidding higher for this premium format.

Liftoff increased its win rate by more than **6X**  when they began utilizing the opt-in video signal in the bid request, which ultimately delivered more scale and value for their advertisers.

Liftoff and OpenX continue to partner on strengthening the mobile app programmatic ecosystem for all players. By increasing technical standardization, developing cutting edge tools to fight fraud, and supporting transparency standards, Liftoff and OpenX are focused on enabling buyers and sellers to unlock the maximum value of transacting programmatically in mobile app.