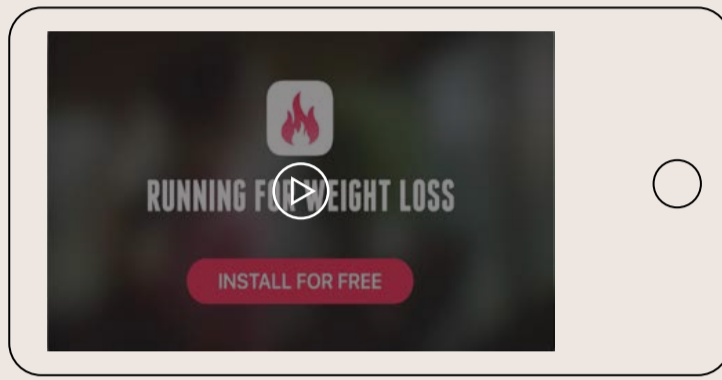


# Red Rock Apps drives end-to-end performance With InMobi in North America



## THE CHALLENGE

Red Rock Apps intended to grow a base of highly engaged, active users with key focus on female fitness enthusiasts for its app – “Running for Weight Loss,” the only running app designed for weight loss. Red Rock Apps partnered with InMobi to acquire, engage and retain high-quality users in North America



Click to view the full video

## THE SOLUTION

InMobi’s end-to-end performance advertising suite with its robust user acquisition and remarketing platforms was the perfect solution for Red Rock Apps.

## PLATFORM

iOS

## CREATIVE FOCUS

Video and Native\*

## REACH AND SCALE

With on-ground presence and a strong network of local premium native and video publishers, InMobi drove app installs across relevant audiences, while serving the secondary objective of strengthening brand recall.



## Campaign Execution

**Creative refresh** – Showcased Red Rock Apps’ value proposition using rich and engaging creatives such as native and video to maximize impact and influence, and minimize user ad fatigue.

**LTV optimization** – Leveraged InMobi’s first-party user cohorts relevant to the target user base to drive high-quality users to install the app

**User activation** – Re-targeted a dynamic cohort of inactive installers to drive activation and nudge them down the app engagement funnel to achieve Red Rock’s LTV goals

## RESULTS



**25,000**  
monthly app installs delivered and millions of female fitness enthusiasts reached

**500%**  
better conversions with native and video than compared to non-interactive formats [1]

**70%**  
uplift in user activations through remarketing nudge campaigns [2]



“The mHealth fitness market in North America has grown manifold over the past two years. With many apps competing for consumer attention in this category, Red Rock Apps leveraged a dedicated partnership with InMobi to execute on its aggressive user growth goals from acquisition to engaged partnership with InMobi to improve its user growth. We are impressed by the advertising in our high-quality, past engaged user base achieved with InMobi’s end-to-end performance advertising platform over the past three months”

– Svetlana Adamovich, Senior UA Manager, Red Rock Apps