MOLOCO

Vimosoft sees 10X increase in install volume on SKAdNetwork (SKAN) Traffic

RESULTS

10X increase in the no. of installs on SKAN traffic

90% of pre-SKAN install volume secured*
(* remaining 10% consists of non-attributable traffic caused by SKAN version difference)

- Comparison between before iOS 14.6 vs. after iOS 14.6
- SKAN + non-SKAN traffic* combined
- For campaigns in the U.S. market
  (* traffic attributable only through MMP)

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VLLO

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CHALLENGE

- With iOS version update 14.6 in late May of 2021, SKAN traffic increased to represent more than 70% of the entire iOS traffic

- Vimosoft saw that CPI for non-SKAN traffic in VLLO campaign increased signigicantly after iOS version updates

- Vimosoft needed to address the CPI issue by working with a reliable partner that has expertise on SKAN to determine what was causing the problem (e.g. budget, creatives, iOS updates)

STRATEGY

Moloco

- Provided an in-depth analysis of VLLO campaign data, illustrating how the proportions of different traffic types (SKAN and non-SKAN) has changed over time before and after the iOS update

- Discovered that the increased number of installs from SKAN traffic made up for the loss in non-SKAN traffic, hinting iOS users' migration from non-SKAN traffic to SKAN traffic which in turn caused the higher CPI in non-SKAN traffic

- Despite underestimation caused by the fact that SKAN versions before SKAN 2.2 does not attribute view through (VT), maintained 90% of the install volume even after iOS updates

Vimosoft

- Came to Moloco with very specific questions and clearly communicated the options they had in mind (i.e. adding new creative assets)

PARTNERS

Moloco is a machine learning company that makes mobile adtech more accessible. Moloco combines machine learning and big data to help companies supercharge their growth and monetization efforts.

Vimosoft is a South Korean software firm known for its video editing mobile app VLLO. VLLO is serviced in 12 languages with a global user base in U.S., Japan, and more.

Contact us to discuss how Moloco can help you achieve growth for your app on SKAdNetwork traffic