

# Stash sees results with Facebook Playable ads

**CASE STUDY**

## STASH

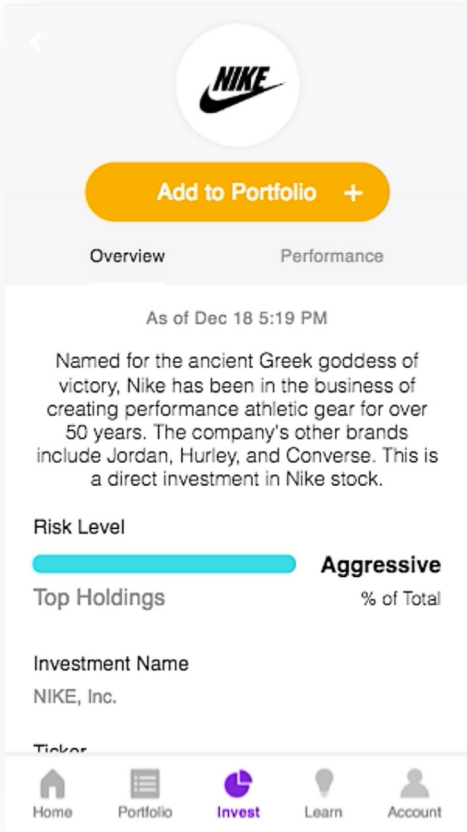
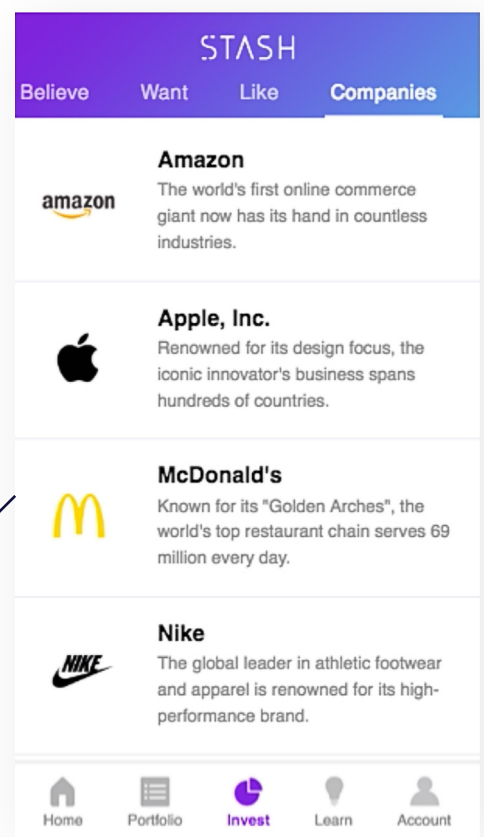
Stash is a **micro investing app** helping millions of Americans learn about **trading, saving,** and investing right in the palm of their hands. Stash's goal is to simplify investing so anyone can do it, and you can start investing with as little as \$5.

### Facebook Playable Ads

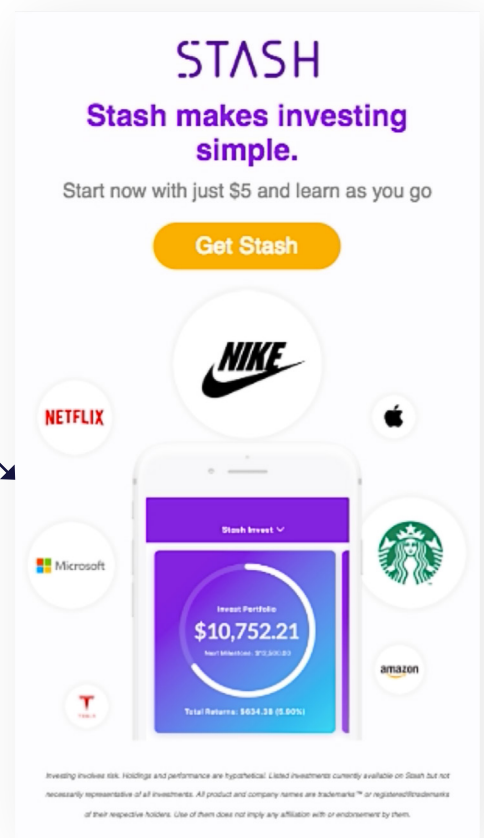
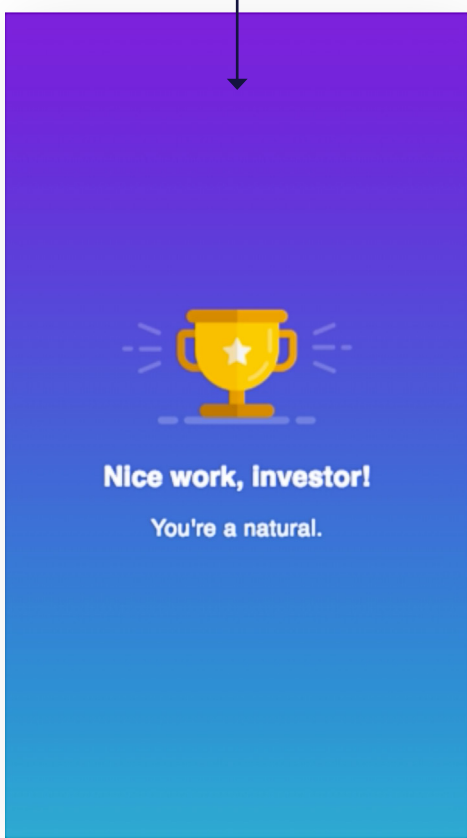
Starting off as an ad format dedicated to gaming clients, **Facebook playable ads** have proven **effective for app install advertisers** in a range of verticals. Providing a **preview of the app directly in the Facebook news feed**, results across the board suggest playable ads are a powerful solution for driving higher lifetime-value app installs.

### Testing Facebook Playable Ads

Having heard about Facebook playable ads, and interested in giving them a try, Stash reached out to MakeMeReach. **The client wanted to see whether this interactive ad experience in the Facebook news feed could help them take their app install performances up a notch.**



Running alongside one other campaign, Stash rolled out an initial week-long test of playable ads. Using two different HTML5 creatives to test the impact of a slight variation in messaging, the ads provided a brief preview of the experience of navigating through the Stash app. **The user could choose the stocks that interested them, and then was presented with a strong call-to-action to download the application from the app store.**



### The results

The initial test of Facebook playable ads was promising. Focusing on performance first, **the cost-per-mobile-app-install (CPI) was 5% lower than the objective** Stash set before the campaigns were launched. Added to that, **the cost-per-click (CPC) on the playable ads campaign was close to 20% lower than the other Facebook campaign running at the same time**, which leveraged a number of other Facebook and Instagram feed ad formats.

**The click-through-rate (CTR) was also double that of the other campaign**, which shows that the playable ad creative succeeded in engaging and motivating users to more often click through to the app store.



**David Kobi, Senior Acquisition Marketing Manager, Stash.**

“We were happy with our initial test of Facebook playable ads, which showed promising results. This format has provided another option in our advertising strategy, and a way of showcasing our app to potential users, directly in the Facebook news feed.”