

Hotel Urbano launches Instagram via Kenshoo to Drive Mobile App Installs

**77%**increase in
installs**37%**lower cost per
install

BACKGROUND

Hotel Urbano is an online travel agency and one of Brazil's fastest growing startups. Hotel Urbano's Facebook page is one of the most popular tourism pages in the world, with 12 million fans, and is the 4th most popular page in Brazil.

CHALLENGE

INCREASE MOBILE APP INSTALLS

As part of its growth strategy, Hotel Urbano began to increase its mobile app investments, hoping to expand its customer base. The team desired to launch additional social placements to drive app installs and scale their efforts at a viable cost. The traditional strategies were no longer effective in reaching the app install goals and a lack of operational resources was making it harder to optimize and implement new strategies.

SOLUTION

Hotel Urbano turned to Kenshoo to implement app install ads across both Facebook and Instagram. Using an oCPM bidding strategy, Hotel Urbano was able to expand its reach to the most qualified audiences. In addition, the team leveraged Kenshoo Portfolio Optimizer to most effectively manage its investments, optimizing bids and budgets to the top converting ad sets with a high level of automation.

RESULTS

After launching Instagram and Facebook placements, Hotel Urbano saw a positive effect on its app downloads and cost metrics. The team was able to increase app installs by 77% while lowering cost per install (CPI) by 37%. As a result of this success, Hotel Urbano was able to scale and increase spend by 17%.