

Facebook Installs Acquisition program

- Facebook installs are driven exclusively by high quality Facebook Ads (no apps, virtual currency, etc)
- Ability to target to any user segment that Facebook offers (age, gender, city, education level, relationship status, etc)
- Advertiser login with real-time reporting available
- Full service solution – Spruce creates and optimizes creative (including translation services) & executes the media buys on their proprietary Facebook Ad platform.
- Cost-Per-Install pricing (we buy on a CPM, CPC and sell on a Cost-Per-Install) – reducing the risk for the advertiser and guaranteeing measureable results.

(Example of ad unit)

Only 5 Star Game



Build a home, grow your city, click to PLAY on Facebook now!

Like

Rob Jewell likes this.

Pricing

Cost-Per-Install

\$.60 - \$1.75 (US targeted) (other country pricing on request)

Any one or more of the following tend to result in installs coming in to the lower end of the cost spectrum

- A well known brand w/ loyal audience (ie. Madden NFL)
- Targeted to a younger audience
- Creative flexibility

% of Media Spend

5% - 20%

Factors that contribute to % rate

- Full service or self service solution
- Monthly budget
- Target CPI

***Note self serve solution is in beta**