Flixel

GIFTAGRAM

Cinemagraph Success Story

Giftagram, an on-demand gifting app, offers users a simple way to send unique gifts at the tap of a button. With Facebook and Instagram ads as key acquisition channels for Giftagram, they looked to improve their audience engagement at lower costs.

Flixel partnered with Giftagram to run a few experiments that tested whether cinemagraphs could help lower their cost per app install — a metric every app-based business focuses on. Targeting a tech-savvy, gift-giving audience in the 25-45 year old demographic across the United States and Canada, the campaign ran for one month and saw stunning results.

Goals | The campaign objective was to drive app installs on iOS devices across the United States and Canada at lower costs. Noting the average costs from previous campaigns that used still images, Giftagram looked to improve their ad performance with the thumb-stopping power of cinemagraphs.

Methodology | Giftagram already determined what their most valuable user base looked like from emails collected over time. With that knowledge, the campaign used lookalike audiences on Facebook and targeted ads towards prospective users who were similar to their existing customers.

61%
Decrease in Costs Per Install

16x
Increase in Engagement

Results | Cinemagraphs have an inherent ability to stop users in their tracks as they scroll through their newsfeed; when it happens at scale, it tends to add up.
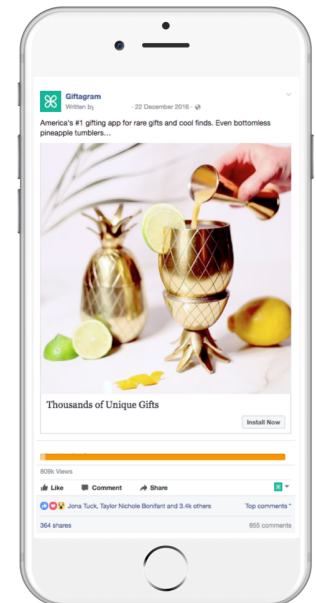
The cinemagraph campaign, which used the same targeting parameters as previous still image ads, resulted in tremendous cost efficiencies for Giftagram. Their cost per app install fell by 61%, with an attribution window of 28 days. They also saw a 190% return on ad spend, and an 11% increase in install rate when compared to their previous still image campaign. This demonstrates that cinemagraph ads enabled Giftagram to acquire more customers at a lower cost, with cinemagraphs helping to derive more value from their Facebook ad strategy.

"Our brand story resonated with our audience stronger with the cinemagraph ad. We saw a significant uptake in every trackable metric on Facebook, and were stunned by the growth that cinemagraphs drove."

Michael Irvine
Marketing Manager,
Giftagram

The cinemagraph ad enabled Giftagram to tell better brand stories. They saw a 16 times increase in their engagement and created a stronger relationship with their audience as a result.

The results demonstrated that cinemagraphs are a very effective medium for Giftagram's advertising strategy. Encouraged by the success of this campaign, they began to experiment with cinemagraphs more. They are now looking to transform all of their still image-based campaigns with cinemagraphs.