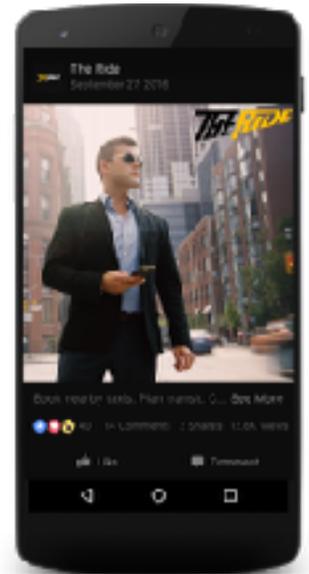


Cinemagraph Success Story:



Startup company **The Ride** makes travel planning easier by connecting users with cab companies and other transit options within Canada through their free app. Fixel partnered with The Ride to run a Facebook A/B test that evaluated the effectiveness of cinemagraph ads against still image ads. With over 174K impressions equally divided between a still photo ad and a cinemagraph ad, the cinemagraph ad had a tremendous impact on The Ride's conversion rate and cost-efficiencies.



Goals | The primary objective of the Facebook ad campaign was to drive app installs on both iOS and Android devices within Canada. The Ride also wanted to acquire users at a lower cost.

Methodology | The experiment was managed by Facebook Preferred Marketing Partner **AdParlor**, who used lookalike audiences on Facebook to target potential customers. It exposed half of the audience to a still image ad, and the other half to a cinemagraph ad. The campaign objective for each ad was set to app installs. In order to track every app install, The Ride integrated the Facebook SDK in their app. 72% of the campaign budget was used on a campaign that targeted Android devices, with the remainder of the budget reserved for iOS devices.

65%

Decrease in CPI
(Cost per Install)

3.9X

Increase in CVR
(Conversion rate from clicks to install)

Results | The average cost per install on Android and iOS devices for the cinemagraph ad campaign dropped by 65% compared to the performance of the still image ad. The CVR — a key metric that shows the percentage of users clicking on the ad and then installing the app — increased by 290%, or 3.9x times the conversion rate seen with the still photo ad.

Although The Ride used a relatively small budget to run this experiment, the impact of cinemagraphs on Facebook ad campaigns became very apparent in their test. They are now looking to apply their findings and use cinemagraphs in other interactions with their customers.

“Cinemagraphs generated extra visual interest with motion, which led to cost-efficient conversions. We’re delighted by the results and will continue to explore how they can grow our business on Facebook.”

Michael Sachter
VP Marketing, The Ride
www.GetTheRideApp.com