

# Velocity Growth

**Where Startups  
Come To Grow**

A black and white photograph of a person's hands working on a laptop. The person is wearing a light-colored sweater and a wristwatch. A dark mug with a tea bag is on the desk next to the laptop. The background is a blurred brick wall.

## Case Study



**Velocity  
Growth**

# **Consumer Music App Install & Pricing Experiments**

## **The Problem**

**The company was driving significant installs but not converting users to paying subscribers. In addition, pricing was arbitrary chosen for the product, resulting in low revenue.**

**App installs** were numerous, with an average cost per install of \$3.51.

**However, installs weren't converting to subscriptions, and growth was slow.**

**Their cost per subscriber was over \$100.**



**Velocity  
Growth**

## **The Solution**

**Our Growth Team got to work to increase subscribers rather than just installations.**

**To make the quickest possible impact, we optimized the acquisition campaign by setting up tracking correctly and restructuring the goals in Google Ads from install to subscriber.**

**The Growth team dug deep into the ad creatives, ads, and audiences - identifying those that were performing poorly and building out a process of continuous improvement for ad optimization.**

**This holistic growth approach yielded dramatic results.**



**Velocity  
Growth**

## **The Solution**

**Our Growth team also focused on pricing experimentation. Over the course of 3 months we tested over 5 pricing options.**

**We educated the company on the importance of finding the right price for their audience both for new customer acquisition as well as for long term retention.**

**This approach yielded a 3x improvement in conversion from install to subscriber, increasing revenue by 300%.**



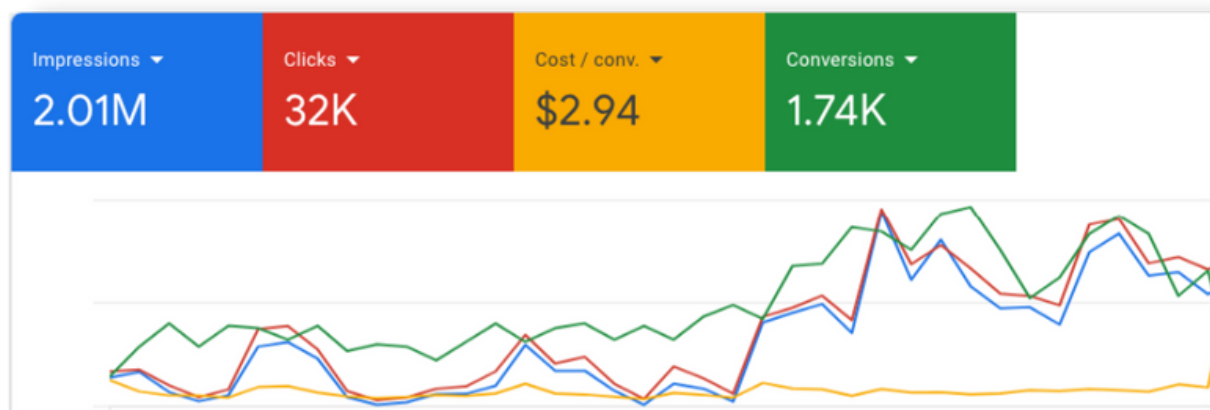
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## The Impact

**By optimizing the campaigns to align with the goal of a subscriber growth rather than installs, as well as our extensive pricing experimentation we drove incredible results.**

**The cost per install decreased to \$2.94 while the volume of installs to conversions increased.**

**The cost per paying user decreased from \$100 to \$28. Revenue is up 300%, and they are now scaling as they apply capital to efficient growth efforts.**





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## Who We Work With

**SANDBOXX**



**Shoonya**<sup>®</sup>



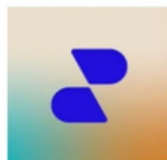
**sageflo**



**ClinicNote**

**IDEO**

*Postcard*



**b B I F A R M**

**LAUNCH**<sup>^</sup>



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## Get In Touch

**Interested in growing your startup?**

**Get in touch with us today!**



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