



## Tying Desktop to Mobile to increase conversion to paying by 43%

By syncing comprehensive in-app and campaign data to their own business intelligence system, ABA English have created in-depth user behaviour models which have enabled them to see exponential growth. In three short years they've acquired over 12 million users, with the majority of them using their apps.

# Goal

The ABA English team thinks big, and has a tremendous vision for their business. Their strategy has two main directions: to grow their active user base by acquiring new users and to maintain their current user base, while increasing their conversion to purchase rates and overall LTV (reducing dropout).

ABA English invests a lot in user acquisition campaigns, and as a consequence, worked with a large number of ad networks. Each network introduced their own conversion SDK and their own reports. It was hard to analyze the overall performance and success of each campaign since they had to pull separate reports from different networks, combine these together and try and figure out which marketing campaigns (from which networks) were performing the best and bringing in the most value. ABA English needed to track all of their user acquisition channels and marketing campaigns from a single platform, in order to optimise their marketing strategy and allocate ad spend to the best-performing campaigns.



Having a high volume of users using both of their major channels, mobile and the web, ABA English needed deeper insights into the data they were collecting, in order to better understand user behavior patterns and ultimately optimise towards their findings. Why did users tend to drop-out? Which platform is used more and for what reasons? It was also critical for them to understand the best moment to capture and re-engage their users.

In short, the company needed a way to tie together both channels while connecting the dots between desktop-to-mobile and mobile-to-desktop.

There were several reasons why ABA English decided to work with Adjust according to Adam Jaffe, ABA's CMO, "Working with Adjust seemed like the most rational decision. Adjust stands for quality, which is highly important when you think about the most valuable assets they bring to our company - data. Adjust has quickly become a pillar in our decision-making process."



American & British Academy is an online school specialized in teaching English with a unique methodology based on the principles of a natural approach to language learning. The ABA method transfers to the digital space an intuitive and natural method where language is learned by using short films and other audiovisual materials developed specifically for learning English, improving the student's experience and success rate.

Students can learn the English language wherever they are. The company revolves around different target groups, from students to businesses, and helps them to either learn or to improve their English language skills.

With more than 12 million active students spanning both desktop and mobile, ABA English is a top choice for learning English, and is active in over 170 countries across the globe. This success has led them to raise \$12 million in growth capital, led by Kennet Partners in 2016.

ABA English has aggressive goals for 2017, and plans to double their user base, while continuing to convert their freemium app users to paying users.

# The Solution

ABA English started by integrating the Adjust SDK into their apps, tagging and tracking all their own custom in-app events, like registration, login, purchase, and interactions. This allowed them to measure their user's behavior patterns, so they could better segment their users and ultimately increase their overall return on ad spend.

By integrating the Adjust SDK ABA English were able to instantly connect with any network partner without the need to integrate additional SDKs, and track all of their marketing campaign performance in one unified platform, along with all the downstream user events tied back to the marketing source. Instead of multiple network SDKs, ABA English integrated the Adjust SDK and transferred data to networks via server-to-server integrations. All of their campaigns were then displayed in the Adjust dashboard.

After integrating the SDK, ABA English then set up real-time callbacks, streaming all of their raw user data directly into their own BI system. The callbacks they set up also sent back custom user IDs, allowing them to track their user journey on desktop and mobile, giving them the full picture of their users journeys across platform. This gave them the data they needed to create personalised experiences, ultimately converting more freemium users into paying users. This integration meant they could monitor all of their traffic sources and identify the best-performing marketing campaigns as well as track retention rate and other key post-install metrics.

Additionally, ABA English made use of Adjust retargeting partner modules, which sends all install and event data in real-time to partners like Criteo and Remerge, creating seamless retargeting campaigns based on real-time data.

## The Results

Since working with Adjust, ABA English grew tremendously. In just three years they've acquired almost 12 million new users, with the majority of those being on mobile. They are currently tracking more than 3 million unique users per month in their apps.

By tracking their marketing campaigns in such detail they've been able to make more informed marketing decisions, cutting campaigns that didn't deliver them high value users, and investing in those that did. Working with Adjust's partner modules, all of their install data was automatically passed back to their partners in real-time; they were able to retarget their high value users and convert them to paying customer. Working with Adjust has meant that ABA English have the data they need to spend their marketing budget on the right platforms so they can continuously acquire users who net a positive LTV.

By analysing their campaign performance they've optimised week on week and increased their RPU by 215% and acquisition by 143%.

By tying together their desktop and mobile data, ABA English can now see the full user journey, which enables them to target their users at the right time, and ultimately has increased their conversion to paying users by 43%. They've done this by building a more comprehensive model of user behavior which in turn has allowed for more targeted ads and user notifications.





Adjust is a business intelligence platform for mobile apps with a focus on user acquisition, fraud prevention, and app marketing. The Berlin-based tech company provides the highest quality analytics and attribution solutions for companies, worldwide. With Adjust's opensource SDK, app developers can identify, in real time, which advertising campaign has led to an app installation, how much money users spend on in-app purchases, or when a user is most likely to uninstall the app, among other features.

Adjust is a Facebook Marketing Partner and a Twitter Marketing Platform Partner. More than 20,000 apps have implemented Adjust's solutions to improve their performance. Among those are clients like Zalando, Rovio and Zynga as well as global brands like Microsoft and Warner Bros. Founded in Berlin in 2012, today Adjust has fourteen offices across five continents: Beijing, Berlin, Istanbul, Jakarta, London, New York, Paris, San Francisco, São Paulo, Seoul, Shanghai, Singapore, Sydney and Tokyo.

For more details, visit [www.adjust.com](http://www.adjust.com) or contact [sales@adjust.com](mailto:sales@adjust.com).