

### At a Glance

**Domain:**

[hiddenplace.app.link/HHHlTeJPIE](https://hiddenplace.app.link/HHHlTeJPIE)

**Industry:**

Travel

**Services:**

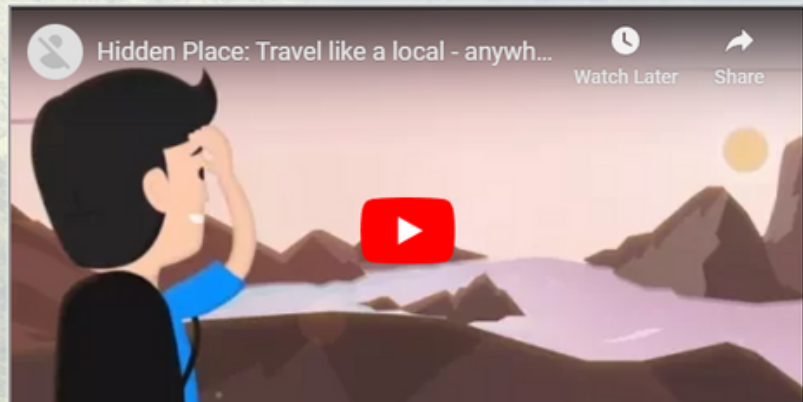
App Store Optimization &  
Social Media Marketing



"I'm so glad I hired WORQFLOW. In a matter of months, they have helped transform our entire marketing strategy and processes. They are passionate, experienced, experts and all of our marketing has improved because of them. Highly recommend."

**CHARLIE BLAESSER**

## Travel like a local - anywhere!



### The Objectives

Hidden Place is a travel app aimed at a consumer audience. WORQFLOW was hired to optimize its listings on app stores and to increase the number of installs & Active Users on to the app.

### The Challenge

Hidden Place was a brand new app, which always makes it more challenging to find and convert new users. WORQFLOW set up a marketing campaign from scratch in order to attract those first customers that can lead to word-of-mouth and referrals. In addition to attracting new users, WORQFLOW had to optimize for the right kind of users because in-app purchases were an important part of the Hidden Place business model.

### The Solution

WORQFLOW, began with the foundational work of market research. We identified industry benchmarks, researched competitor strategies, and analyzed the targeted audiences. We then designed and developed multiple ad campaigns on Facebook and Google Ads. We created several campaigns, ad groups and a number of creative options that were used to perform split testing. Through A/B testing, we identified top performing ads and we scaled those ads up to maximize efficiency.

### The Results

The Hidden Place Google and Facebook campaigns resulted in nearly 4,300 downloads within the first two weeks. We have since optimized those campaigns and drove the cost per app install down to just \$0.80.