

# Liftoff lowers VPN activation costs for SurveyMonkey's FreeShield app

## The Challenge

SurveyMonkey partnered with Liftoff to increase downloads and lower their cost per VPN activation on their FreeShield app for Android. They sought a full-service user acquisition partner to manage day-to-day tasks, including creative testing, user targeting, and campaign optimization.

## The Solution

Since SurveyMonkey was already integrated with **AppsFlyer** for mobile attribution tracking and analytics, it was easy for Liftoff to start optimizing user acquisition efforts. AppsFlyer sent user acquisition and customer data to Liftoff, allowing us to build lookalike models of FreeShield's most engaged Android users. This data includes key characteristics such as user demographics, related app installs, and user behavior.

On the creative side, Liftoff developed several ads, including banners, interstitials, and animated ads. Liftoff continually A/B tested the ad creatives with a goal of lowering FreeShield's cost per VPN activation while hitting their growth goals.

## The Results

Over a ten month period, Liftoff dynamically tested nearly 30 ad variations, increasing the click-to-install rate by 2.5x and exceeding their VPN activation goal. The campaign saw huge wins with nearly 48 million highly targeted ad impressions, improving all measured KPIs including:

- Cost-per-install reduced by 41.7%
- VPN activation costs reduced by 37.3%
- Click-to-install rate increased 152.2%
- Click-through-rate increased 25%

With a robust A/B testing platform, coupled with Liftoff's machine learning technology, SurveyMonkey's FreeShield Android app experienced a tremendous boost in more engaged app consumers. Liftoff successfully increased app installs and VPN activations while lowering SurveyMonkey's acquisition costs.



## SurveyMonkey

SurveyMonkey is an online survey company, founded in 1999, with over 25 million users. The FreeShield mobile app aims to keep personal information safe online at no cost to the user. It works by directing all data traffic from your mobile device through a secure, encrypted VPN connection.

- **Founded in 1999**
- **Headquartered in Palo Alto**

“ FreeShield has a small growth team, so Liftoff is an invaluable resource. Their full-service approach to user acquisition allows me to focus more on growth strategy while knowing that my day-to-day campaign management is in great hands.

- Robbie Allan  
Head of Product, SurveyMonkey