



A brand of Predusk Technology Pvt. Ltd.

### Case Study

# Scaling App Adoption in Canada with a Full-Funnel Digital Marketing Launch

[www.processvenue.com](http://www.processvenue.com)



# Client Overview

A Canada-based, on-demand services mobile app targeting local households and small businesses.

Pre-launch, the brand had no install base, limited awareness, and fragmented social presence.

The go-to-market required building credibility fast while educating first-time users on app value.

Operations and support were ready; the missing piece was a scalable acquisition engine.



# Objective

Launch the app in Canada and establish a dependable pipeline of first-time installs and active users.

Create measurable awareness and consideration via paid + organic channels to feed remarketing.

Set benchmark KPIs (CPE, CPM, CTR, sessions, install rate) and prove unit economics for scale.

Lay the groundwork to replicate the model for a phased U.S. expansion.



# Solution

- **App Store Optimization (ASO):** keyword mapping, metadata, creative assets to improve store visibility and conversion.
- **Paid Media (PPC):** Google Ads and Facebook/Instagram campaigns optimized to installs and engagement; budget pacing and bid/creative testing.
- **Social Media Strategy & Management:** Facebook, Instagram, Twitter, LinkedIn, YouTube—content calendar, posting, and community management.
- **SEO:** technical fixes, Canadian keyword research, on-page optimization, internal linking.
- **Blog/Content:** problem-solution posts to capture intent and funnel traffic to app pages.



# Value and Impact

Our services delivered the following benefits to our client:



**Built an end-to-end acquisition funnel:** awareness (reach/video) → consideration (sessions, watch time) → conversion (installs).



**Reduced media waste with audience/keyword refinement and iterative creative testing.**



**Established performance baselines (CPE, CPM, session quality) for efficient scaling into new geos.**

## App Growth

Installs: 0 → 1,119 during the initial campaign phase.

## Paid Social (90 days)

- Ad Spend: \$304.99 across 15 ads
- Reach: 11,248 people
- Engagement Rate: 9.6% (1,080 / 11,248)
- Cost per Engagement (CPE): \$0.28
- CPM: \$27.12

## Website Performance

- Users: 2,498
- Sessions: 4,073 (1.63 sessions/user)
- Pageviews: 7,808 (1.92 pages/session)
- Avg. Session Duration: 00:02:33
- Bounce Rate: 67.49%

## YouTube Support

Top creatives delivered sustained consideration (e.g., 20,362, 18,471, and 7,898 minutes of watch time), growing remarketing pools and lowering prospecting CPAs.

# About ProcessVenue

At ProcessVenue, we believe outsourcing is more than just delegation—it is a powerful strategic alliance. It's about building partnerships that are deeply integrated with cutting-edge automation and AI. This synergy unlocks new levels of growth, efficiency, and innovation.

With over 15 years of experience, we have helped startups, enterprises, and global brands streamline operations, reduce costs, and enhance productivity through a process-driven approach.

Our AI-powered business process outsourcing solutions, combined with human expertise, ensure seamless execution, data security, and 24/7 global support—empowering your business to focus on what matters most.

# Why ProcessVenue



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Experience



20+

Countries  
Served



10k+

Successful  
Projects



24/7

Global  
Support



AI + Human  
Expertise



Regulatory  
Compliance

(GDPR, ISO, SOC2 & HIPAA)



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## Reach out to us

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