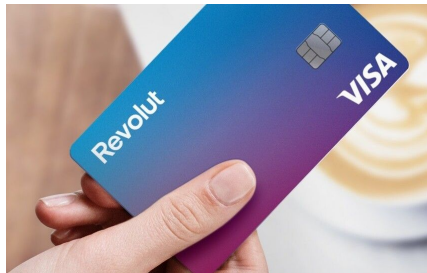




Revolut sees 11.2% lower CPI, 12.5% boost in first opens by bidding on Firebase events

Revolut

Fintech and banking services company
EMEA - United Kingdom • [revolut.com](https://www.revolut.com)



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The Challenge

Revolut is a United Kingdom-based financial technology company that offers banking services. It determined that iOS users were its most profitable users, so it aimed to scale its iOS campaigns in its top markets and increase app installs while maintaining an efficient cost per install (CPI).

The Approach

Revolut shifted its App campaigns to Google Analytics for Firebase (GA4F) events to improve its app's iOS performance. The fintech company built the same events on GA4F as the ones it used with its mobile measurement partner. After confirming that there was parity between the events, Revolut started bidding on Firebase events.

The Results

21 days after the GA4F migration, Revolut ran a pre-/post analysis to measure the impact of using Google Analytics for Firebase events. Revolut gained 14.3K additional first opens, which was a 12.5% increase compared to its pre-GA4F migration amount. Revolut also achieved an 11.2% decrease in its CPI. Overall, the company's iOS marketing campaigns' performance significantly improved thanks to the GA4F migration and bidding on Firebase events.

“Through the strategic use of Firebase events in our bidding strategy, we were able to witness a significant improvement in our iOS marketing campaigns' performance. We were also able to achieve great results in terms of volume and cost efficiency.”

—Marco Tracogna, Sr. Performance Marketing Manager, Revolut

11.2% Lower CPI 12.5% Increase in first opens

Primary Marketing Objective

- › Drive Apps & Mobile Growth

Featured Product Area

- › > Apps: Google Analytics for Firebase Bidding



Google Ads