

# Goal

Maximizing Medlife's user base through app installs




## Strategy:



Initiated a Universal App Install campaign, based on AI, to maximize the number of app downloads Targeting Tier 1 Cities




Maximised outreach through effective ROI campaigns on Facebook and YouTube



**1.5 Lac**  
App Installs



**50%**  
Lower Cost of  
acquisition



**18%**  
Lower CPC

