



Case Study

17 Live Taiwan

leveraged AI to find high-value app
users and optimize registrations



About



17Live is a live video streaming mobile app launched in 2015 that features instant photo and video sharing functionalities.

The app has become one of the most popular live streaming apps in Taiwan, Malaysia, Hong Kong, Singapore and Japan with approximately *700,000 daily active users* and *100,000 monthly downloads*.



Goals & Challenges

Goal

Drive overall registration volume across **Facebook**, **Google UAC** and **Apple Search Ads**, while optimizing and stabilizing CPR



Challenge

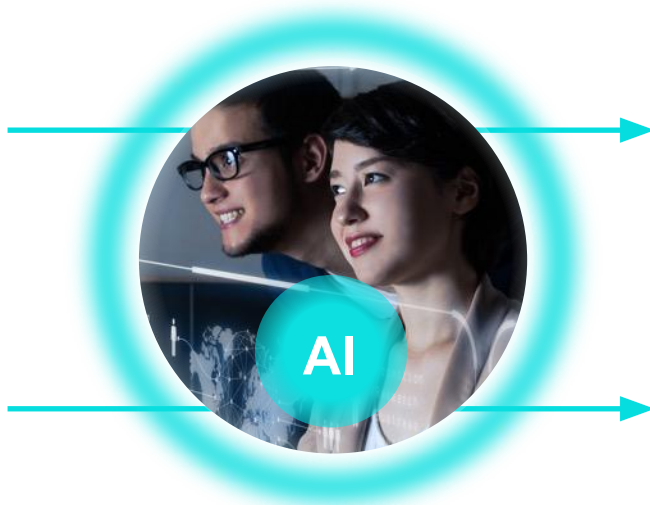
- Client's team had been unsuccessful at **lowering CPR on Apple Search Ads** for the past few months
- Google UAC's **CPR has been trending upwards**, resulting in lower volume

How AIXPERT's AI helps

AIXPERT

Challenge

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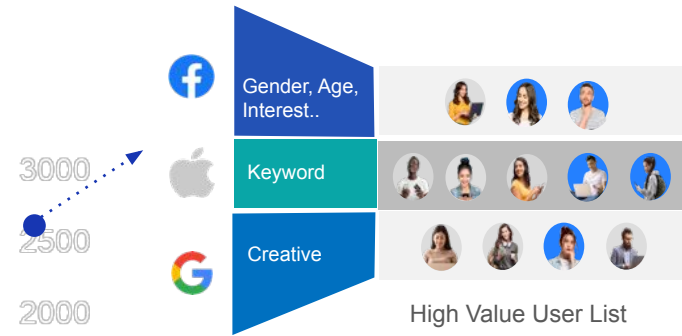
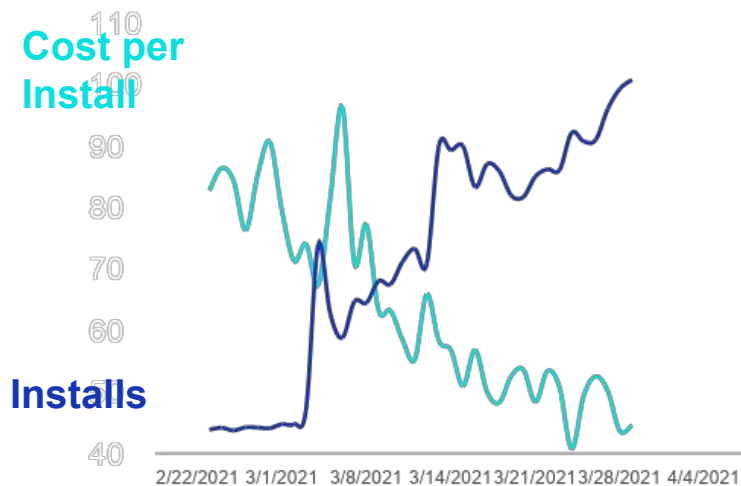


AIXPERT

- Use AIXPERT's **AI Segment** functionality to automatically find and enhance **high-performing keywords** and blacklist low-performing keywords
- Use AIXPERT's **AI Automation** functionality to fine-tune **budget allocation** in real-time to get the best performance



AIXPERT lowers the CPI & Increases install performance over time

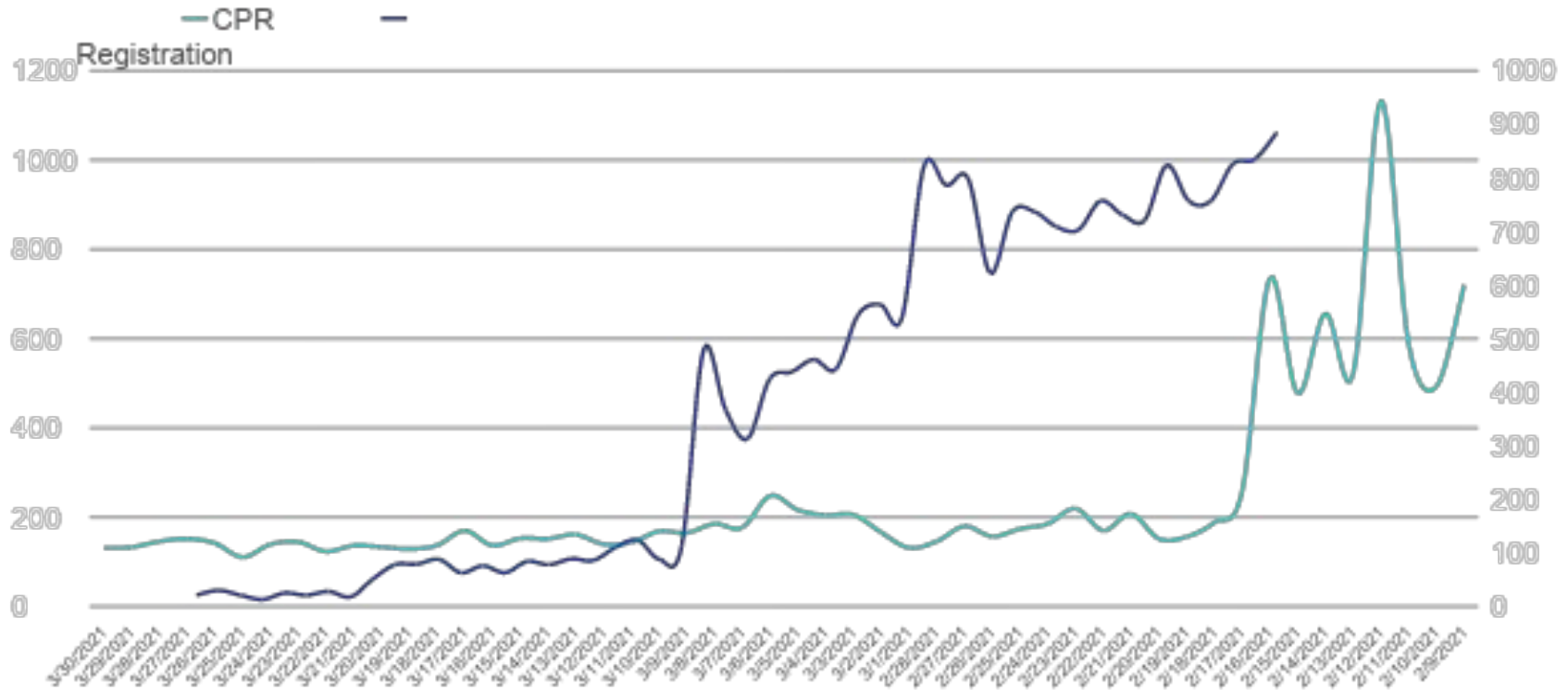


New Volume
AI discovers hidden valuable user segments



Lower cost
Budget allocation across platforms and segments

17Live optimized CPR and Registrations with AIXPERT

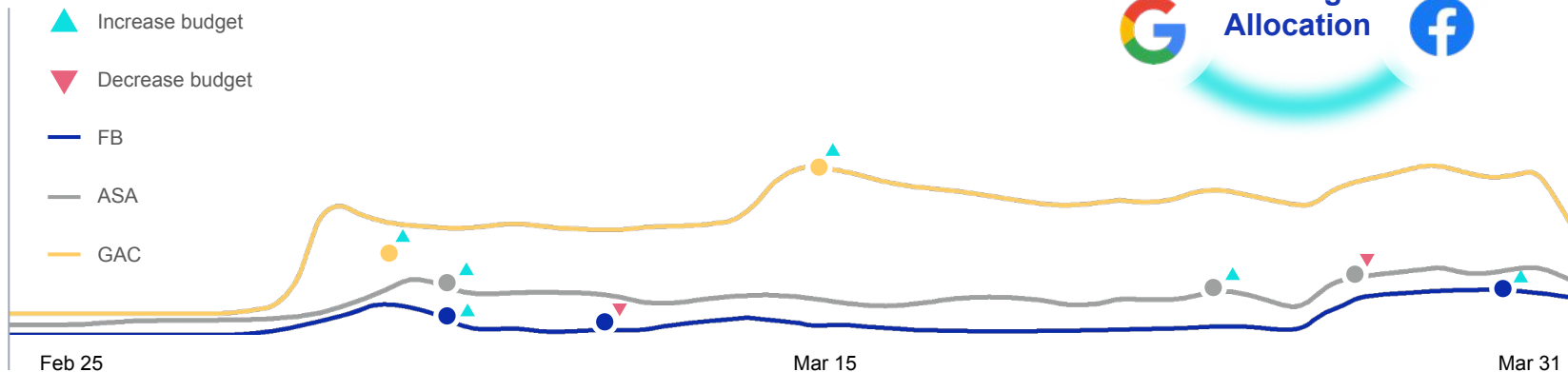


Cross-platform

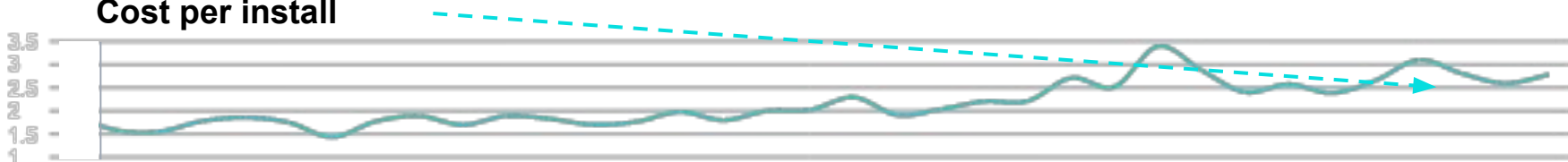
AI optimize cost per install by automatically allocate spending across platforms



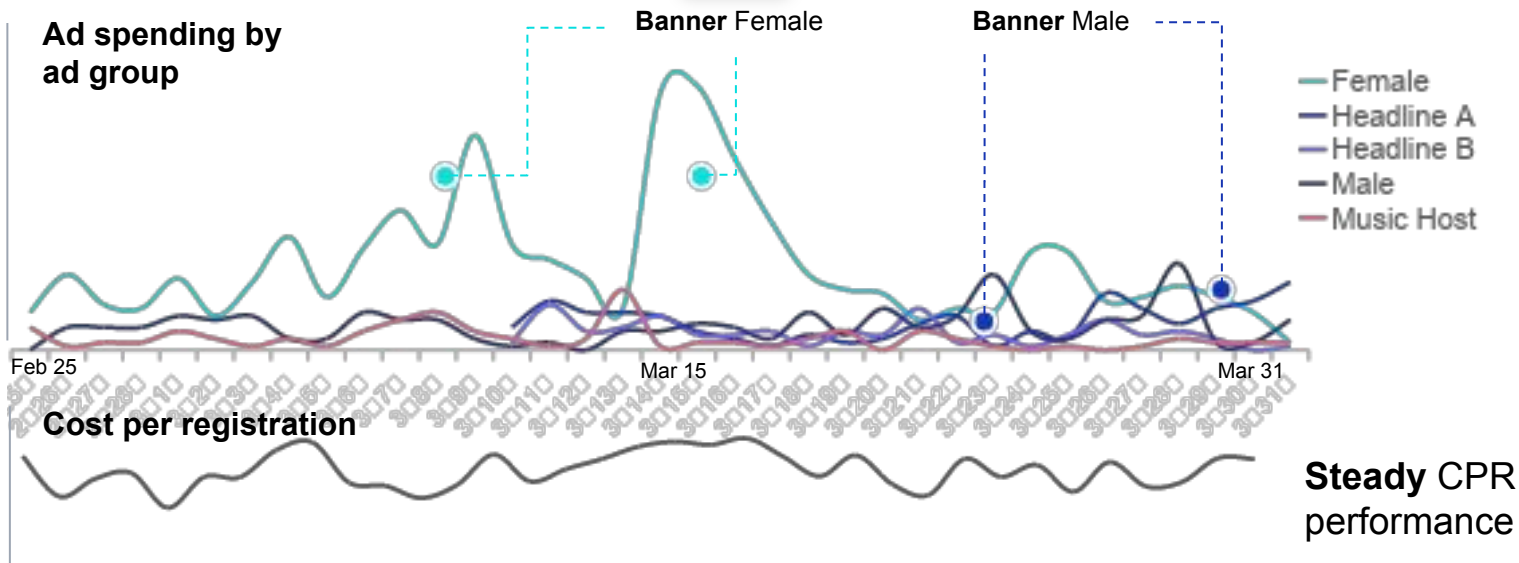
Ad Spending by platforms



Cost per install



AI automatically controlled spending across ad groups and stabilize CPR on Google UAC



AI-based
Budget
Allocation



AI automatically generates over 3,000 keywords and allocate budget to get the best outcome on Apple Search Ads



Real-time Budget
Allocation

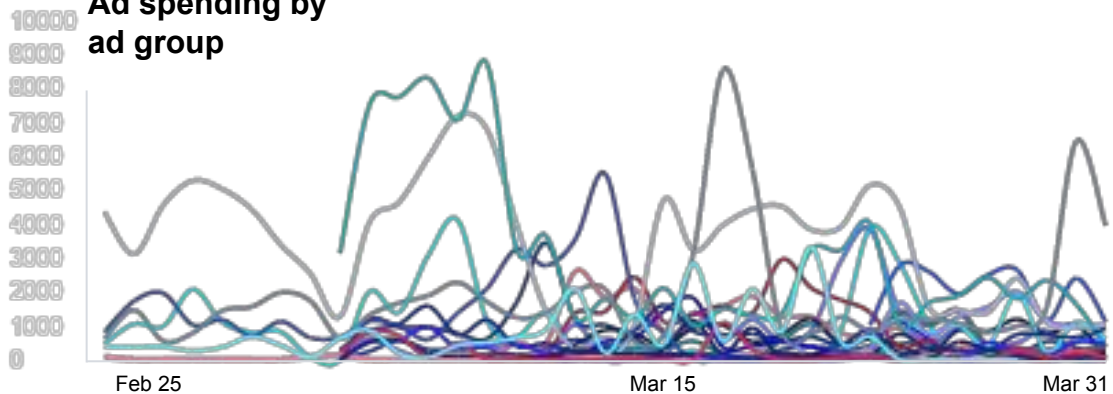
30+

Ad groups

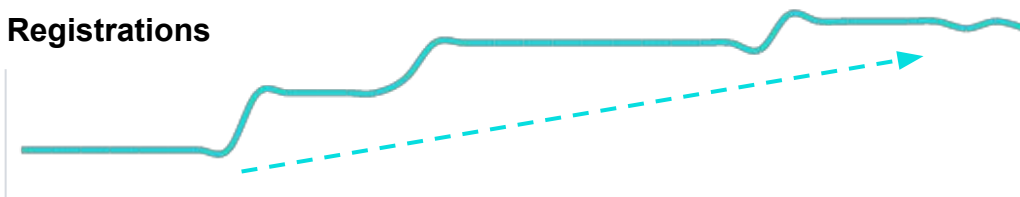
3,000+

Keywords

Ad spending by
ad group



Registrations





AI automatically adjust the bidding strategy in **real-time**



Q App Store

\$	Campaign
	愛斯密直播 \$2.2
	企鵝體育 \$1.9
	花椒直播 \$1.6
	虎牙直播 \$1.5
	九秀直播 \$1.4
	伴伴 \$1.2



Predict
& Auto-adjust
keyword CPT



\$	Campaign
	愛斯密直播 \$2.2
	企鵝體育 \$1.9
	花椒直播 \$1.6
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	九秀直播 \$1.4
	伴伴 \$1.2

Prioritize
keywords
with low CPI

De-prioritize
keywords with
high CPI



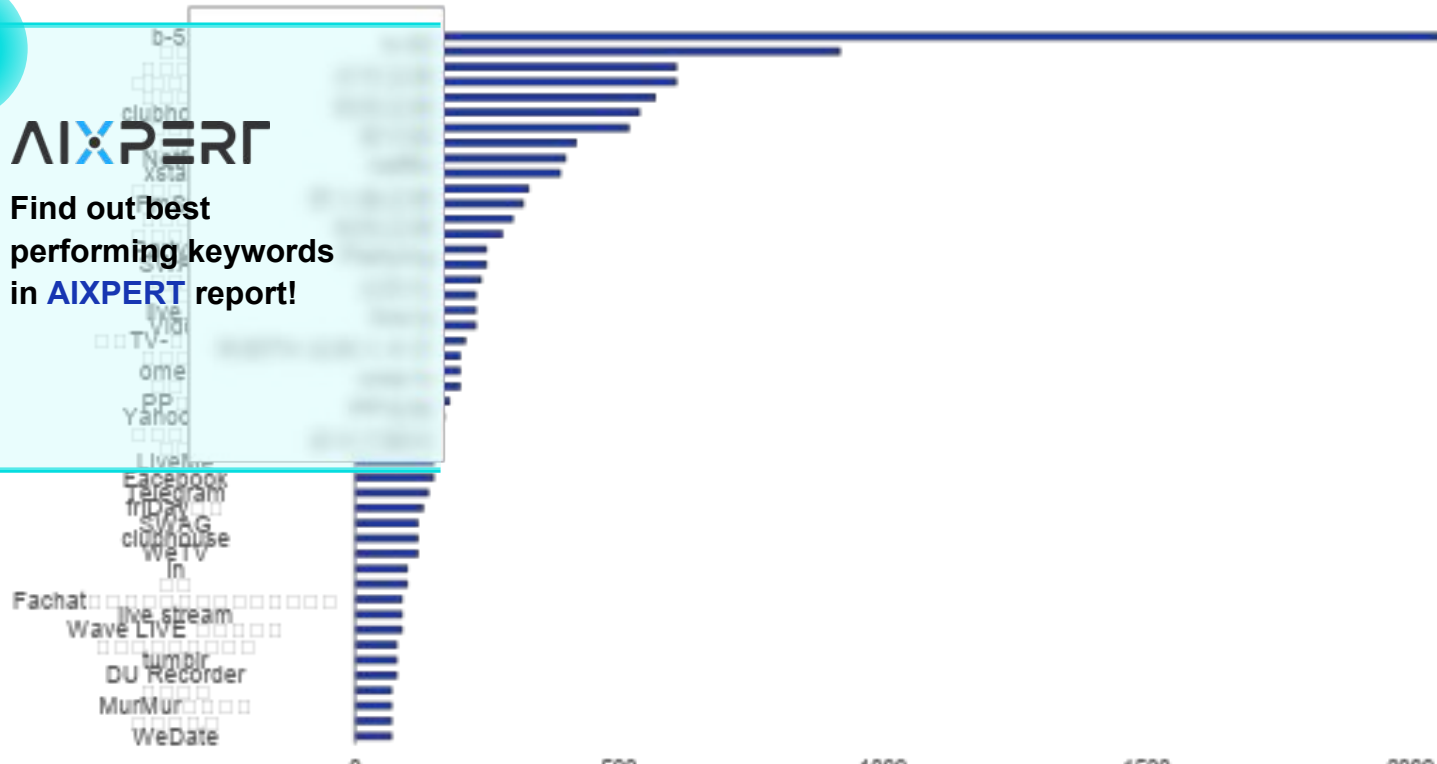
Top keywords AIXPERT found in ASA



Installs

AIXPERT

Find out best
performing keywords
in **AIXPERT** report!



17LIVE leverages AI to find high-value app users and optimize registrations



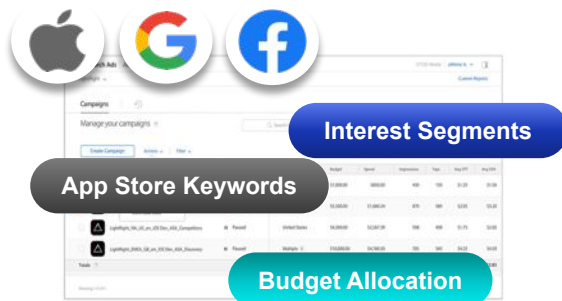
Challenges

- Apple Search Ads: unsuccessful at lowering CPR for the past few months
- Google UAC: CPR has been trending upwards, resulting in lower volume

Solutions

AI-based automation on

- Ad groups generation
- Budget allocation



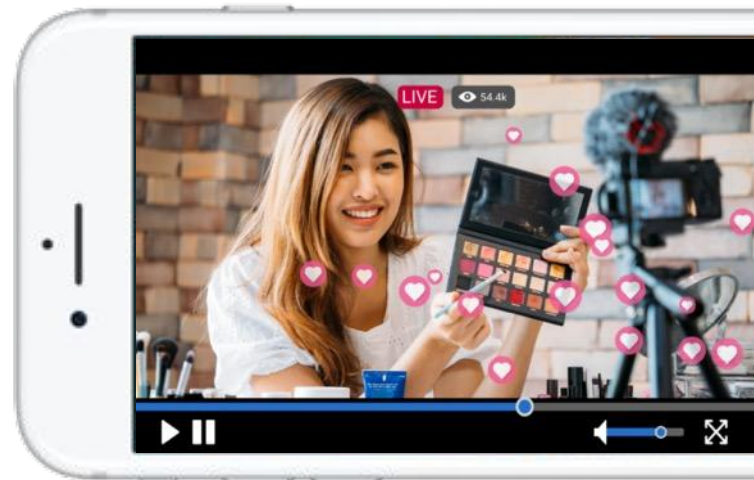
Results

CPR
▼ **46%**

Registrations
▲ **17x**

CPI
▲ **43%**

(Comparison: 6th-7th weeks vs. 1st-2nd weeks)



” Appier is always able to respond to our questions in a timely manner, and provide professional advice and solutions based on our needs. We are very happy to have Appier as our digital partner, and looking forward to our continued collaboration in the future.