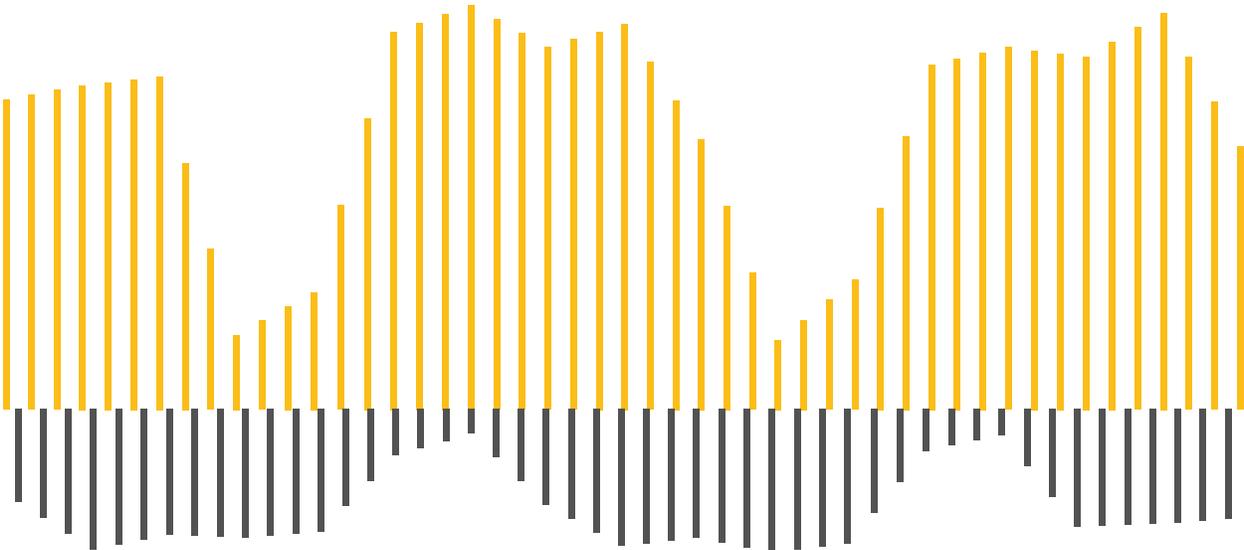


# GOGIG CASE STUDY

GoGig Uses Spend Allocation Models and Target Market Analysis to Boost App Engagement



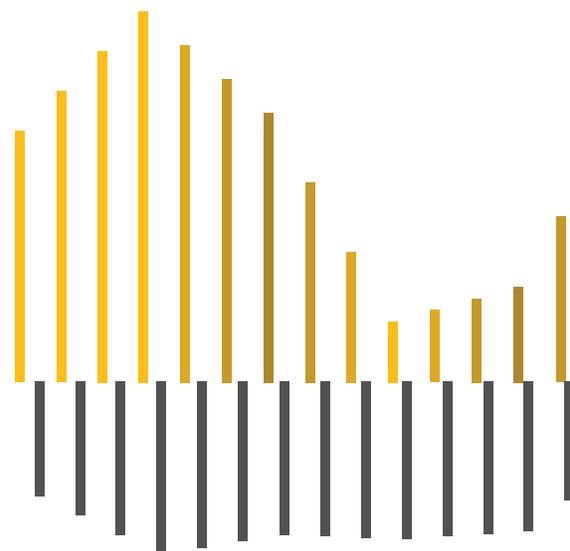
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**Believing That Famous Brands  
Begin as Favorite Brands**

# Introduction

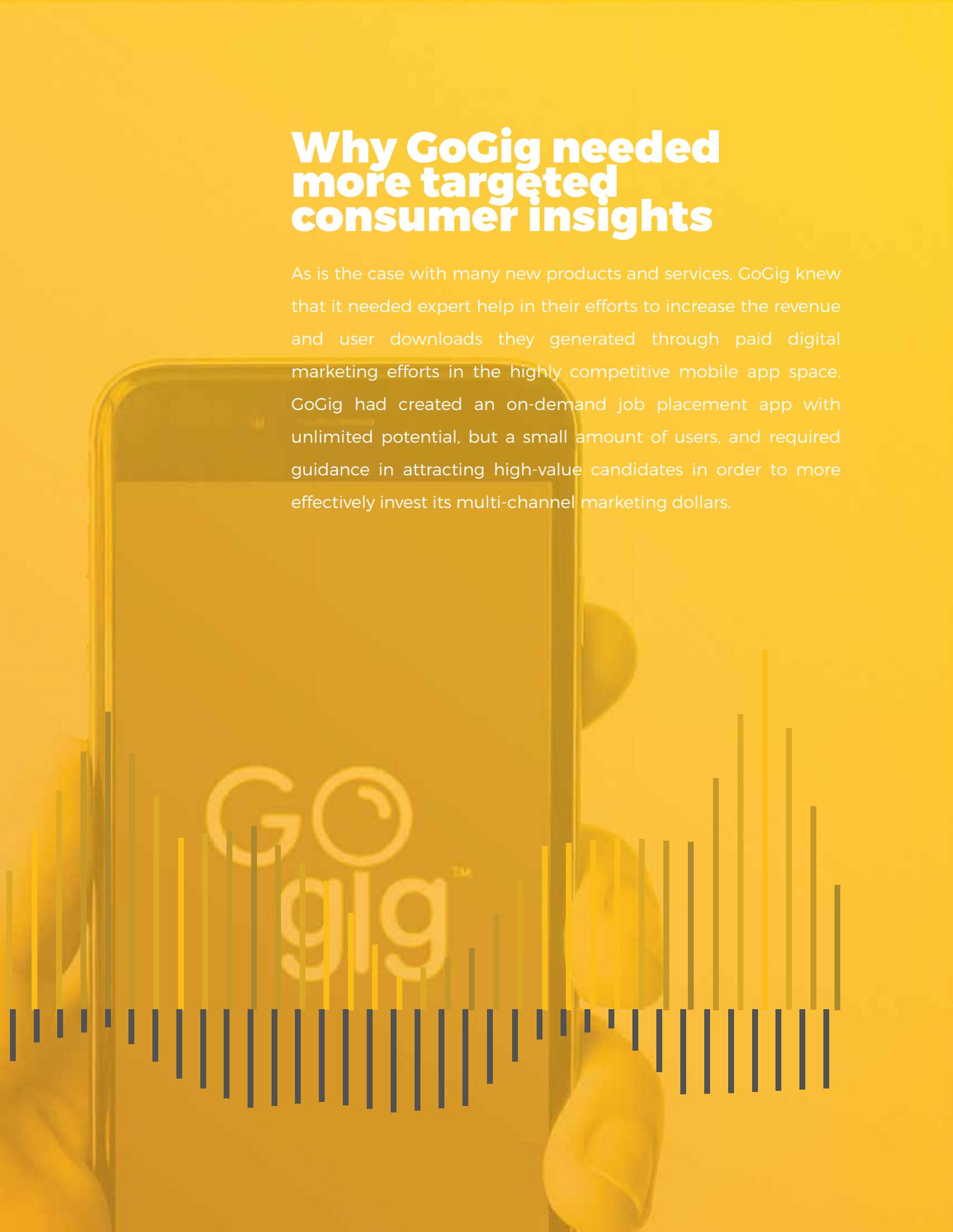
**GoGig, a mobile professional networking platform for candidates to confidentially match and network with high-value companies, is utilizing artificial intelligence to delve into the sizable passive job market of the currently employed.**

Features such as a personality and career-desire algorithm, big data analytics, social networking, and most importantly, confidentiality, are used to match candidates directly to recruiting professionals. While GoGig is one of the most effective providers for on-demand job placements and employee resources in Florida, the lack of users for a newly developed app required an innovative digital marketing strategy. RLC Media defined a target audience and implemented audience segmentation to most effectively display advertisements on the right platforms, driving engagement, interactions, downloads, and users to the GoGig app.



# Why GoGig needed more targeted consumer insights

As is the case with many new products and services, GoGig knew that it needed expert help in their efforts to increase the revenue and user downloads they generated through paid digital marketing efforts in the highly competitive mobile app space. GoGig had created an on-demand job placement app with unlimited potential, but a small amount of users, and required guidance in attracting high-value candidates in order to more effectively invest its multi-channel marketing dollars.

A hand holding a smartphone with the GoGig logo on the screen. The background is a warm, golden-yellow color. A bar chart with vertical bars of varying heights is overlaid on the bottom half of the image, extending across the width of the page. The bars are in shades of yellow and grey. The GoGig logo is visible on the phone screen, with 'GO' in a larger font and 'gig' in a smaller font below it, followed by a trademark symbol.

GO  
gig™

# How RLC Media performed a target market analysis to make the most of marketing spend



Photo by Sergey Zolkin on Unsplash

Working with available customer and advertising data sets, RLC Media conducted in-depth analyses of target audiences—account managers, business developers, sales, and internet technology—through the App Store, keywords, and general targeting. One such avenue for analysis and effective retargeting was TrueView video ads, an interactive way to engage customers on YouTube and across the web. The video campaign for GoGig was originated and managed in AdWords to drive ads for the app on YouTube and across video partner sites to reach particular job openings segmented according to demographics, interests, and topics. Ultimately, the video campaign successfully drove a 17.89% interaction rate, more than 48,300 views, and 174 additional app downloads and engagement to the GoGig platform.

RLC Media also tested detailed spend allocation models to determine which platforms and marketing solutions resulted in the highest returns for the lowest cost per click and conversion. After analyzing varied social strategies such as social influencers, YouTube, user reviews, and big industry hitters to drive app installs and engagement, display ads via AdWords were highlighted as the most valuable source of ROI with \$55,000 in ad spend for install ads

Google Analytics for Firebase, a platform designed to monitor user behavior on iOS and Android apps, was used to monitor and track clicks, downloads, events, goals, and interactions between users' devices—desktops to phones and tablets. The Firebase platform allowed the implementation of event tags and goals within the app to deliver data in real time, and a set of compiled analytics provided a detailed user base of those interacting with the app.

GoGig now has valuable customer insights and predictive data to identify attributes that drive user installs across multiple digital channels, namely the use of highly-targeted display ads through AdWords. With over 400-500 app downloads per week, RLC Media continues to refine strategies to obtain the lowest cost per install for the highest return and user engagement on the GoGig platform. And expanding GoGig's reach to northern states and regions in North America based on a newly defined target audience will continue to drive opportunities for even lower cost-per-conversion rates.



## Top Returns

Paid ad campaigns drive 400-500 app downloads consistently per week

Informed by robust analytics, paid media campaigns drove cost per downloads as low as \$3

Paid search drove 8 million impressions to the app over the course of the digital campaigns



## ABOUT GO GIG

GoGig is one of the best providers for on-demand job placements and employee resources in Florida using progressive search technology. Akin to the algorithmic networking used by dating sites to match candidates by personality, interests and demographics, the app confidentially matches currently employed candidates within a professional network of hiring companies and is free for all candidates to use.

# **RLC** MEDIA

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