



### Story:

Lessonface connects students to great music teachers for face-to-face online live lessons. With thousands of music enthusiasts of all ages, Lessonface provides a joyful online venue for musical self-enrichment.




### Goal:

-  Get users to purchase music lessons through the app
-  Scale app installs under \$3 CPI goal

### Execution:

GrowthKitchen ran an app install campaign on Facebook and Instagram, targeting parents and music teachers. Then they targeted lookalike audiences and retargeted desktop users to manage music lessons through the app.

### Results:

-  Lessonface app CPI reduced to **under \$2**
-  App users increased **by 500%**
-  Music lessons purchase increased **by 300%**



"GrowthKitchen did a fantastic job in helping us scale our app users. Their level of professionalism is exceptional and we always enjoyed working together."  
Claire Cunningham, Lessonface Founder