



Story:

Magisto transforms the video and photos you shoot into polished short movies with emotion and excitement at the core of every story. Magisto video marketing powered by A.I. is the fastest way to create, distribute and optimize video. Magisto Video editor has over 80 million happy users worldwide and was awarded 'Best App' in the App Store,

Goal:

- 🏠 Scale app download among digital marketers
- 🏠 Convert users to purchase the marketing pro plan

Execution:

GrowthKitchen targeted marketing professionals in different verticals, while AB testing copy and creative. They ran search ads on Apple Store and Play store to boost downloads, and retargeted users with video ads on Facebook and Instagram with pro plan purchase incentives.

Results:

- 🏠 Magsito app CPI reduced **by 50%**
- 🏠 Magisto increased their subscription purchase **by 400%**
- 🏠 Conversion from download to purchase increased **by 150%**



"GrowthKitchen made it easy for us to jumpstart our user acquisition strategy and learn what works best. They helped us accelerate our media buying efforts, target the right users and scale our professional offering"
Reid Genauer, Magisto CMO