

TAPSTREAM

Veam Studios increases in-app purchases by 260% with help from Tapstream

veam

studios



A Customer Success Story

Veam Studios creates workplace productivity and efficiency applications for consumers and enterprise. Among its application suite is **Site Audit Pro**; an easy to use auditing and snagging tool currently used by over **12,000 businesses globally**.

“Tapstream has proven to be a vital aspect of how our company operates and has become a fundamental tool in measuring and analyzing different user behaviours.”

Ben Magnus
Business Development Lead

The Challenge

While new users were flowing into Veam's new Site Audit Pro app, it was unclear which marketing channels were delivering results.

Veam was blindly spending its marketing budget, wasting resources, and missing opportunities for new user acquisition and revenue growth.

Ben Magnus, Veam's Business Development Lead, wanted to know how Veam could increase new downloads and revenue without driving up marketing costs at the same time.

Customer Goals

Ben and the team at Veam had three goals in mind when they approached Tapstream:

1. **Increase new installs** originating from Veams' website
2. **Improve the ROI** of their paid user acquisition (mobile ads)
3. **Increase in-app purchases** from existing users

The Solution

Tapstream's analytics tools enabled Veam to gain deeper insight into user behaviour and see which marketing channels drove app downloads. It provided Veam with actionable data for all three customer goals.

After installing Tapstream and gathering data for a few weeks, the several problem areas were revealed:

- Veam's website converted **only 2% of visitors**
- Ads directing visitors to its website had a **poor 0.5% conversion rate**
- **Only 16.7% of users** who viewed the in-app purchase page made purchases

Armed with the new data from Tapstream, Veam decided to make several critical changes:

- **Redesign its website** for maximum conversions
- **Re-direct ad links to custom landing pages** to boost ad performance
- **Optimize in-app purchase prices** to grow total revenue

The Results

Veam saw immediate improvement in its metrics. Conversions from its website grew from **2% to 8%** and in-app purchases increased from **16.7% to 44%**. These benefits drove down Veam's CAC and freed the team to focus on building great apps! For the full story of how Veam used Tapstream [visit our website](#).

260%

Increase in-app purchases

400%

Boost in website conversions

37%

Growth in total revenue

Want to get started? It's free! Sign up at www.tapstream.com or contact sales at sales@tapstream.com