

# Drinking Game App

Metrics + Educated Decisions  
+ O4S Talent = **Results**



7,621+ Followers in 88 Days



Cost Per Follower \$0.23



2600 Post Reactions



1547 Post Shares



Over 500,000 People Reached  
within 88 Days



**Service:** Paid Social



**Industry:** Software

# Issues

New Drinking Game App needed to create Branding & Awareness before launching the app in the IOS and Play Store



# Solutions



Created custom  
Facebook Ad  
Graphics



Created Custom  
Ad Copy



Extensive Target  
Market  
Research



Created Social  
Follower  
Strategy

# Solutions

