DIGITAL PRODUCTS / WORDPRESS

Plugin installs below the break-even threshold

Promoting a gift certificate plugin for WordPress.

€1.54	1 month	€2.94
cost per free install	to break-even	modelled CPI threshold

Context & objective

The plugin was available free, with an optional paid upgrade. According to the initial project data, 7% of users upgraded within 90 days of installation.

OBJECTIVE

Increase free installs and make paid-upgrade acquisition profitable.

TOOLS

Google Display Network

What the team did

01 Start with product economics

Used €2.94 per free install as the break-even threshold from the project's initial financial model.

02 Acquire users through GDN

Promoted the free version of the plugin through the Google Display Network.

03 Optimize for install cost

Measured cost per install against the modelled break-even threshold.

RESULT

Break-even in a month, then below the threshold.

The campaign reached break-even after one month. After two months and ten days, cost per install was €1.54 against a modelled threshold of €2.94.

Cost per free install



Initial model: 7% of users purchase the paid upgrade within 90 days of installation.