

WUNDER

Shorebird Media partnered with Understood.org to launch their first mobile app to support parents and children with learning differences.

14K+

First-Time Mobile
App Installs

17%

Mobile App
Conversion Rate

Their Story

Wunder is a first-of-its-kind community app for parents raising kids with learning and thinking differences, such as ADHD and dyslexia. Wunder by Understood was designed to alleviate feelings of isolation through meaningful connections with other parents.

Campaign Goal

Build awareness, brand presence and ultimately app installs amongst a community of parents seeking support for their children's learning and thinking differences.

Our Strategy

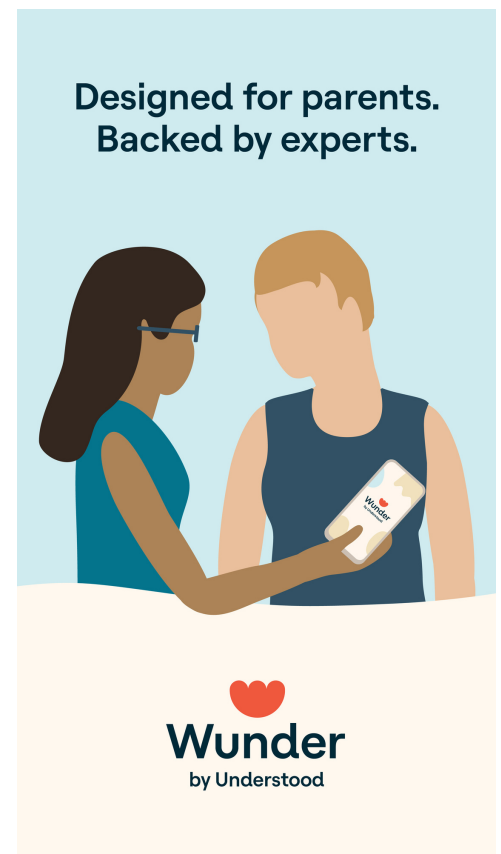
Shorebird Media leveraged Facebook's core audience to reach parents interested in precise topics including ADHD, Dyslexia, and ADD. Leveraging Understood's first-party email lists they developed Lookalikes of parents interested in specific topics.

Shorebird Media targeted these audiences with a series of image and video ads. A/B testing revealed that lifestyle photography drove a lower cost per install for the brand when compared with illustrations.

Shorebird Media developed a media strategy to include the Google Network to drive efficient mobile installs at scale which helped build a loyal user base.

Our Tactics

- Custom & Lookalike Audiences
- Image & Video Ads
- Google Display Network



**Ads Manager & App Store Analytics: July 2021 - April 2022*