

How INCRMNTAL Enabled Zedge See Through the Attribution Fog

ZEDGE™



Value Unlocked



31%
Lower CPI

1



28%
Lower CPA

2



44%
More installs

3

■ Introduction

Zedge is a leading marketplace for mobile phone personalization content including UGC and premium ringtones, wallpapers, notification sounds, live wallpapers and a suite of AI creation tools. With a strong foundation of organic traffic – more than 700M installs to date – Zedge faced a common—but complex—challenge: understanding the true impact of its paid marketing activities.



■ Challenge

Traditional attribution tools tend to oversimplify a multi-touch, multi-channel journey. For a company like Zedge, where organic growth plays a major role, relying on conventional last-touch models often led to skewed conclusions and misguided optimizations.

Zedge needed a measurement solution that didn't rely on tracking users, cookies, or click paths—but rather, one that could provide a causal, data-driven understanding of how paid marketing contributes to real growth.

Solution

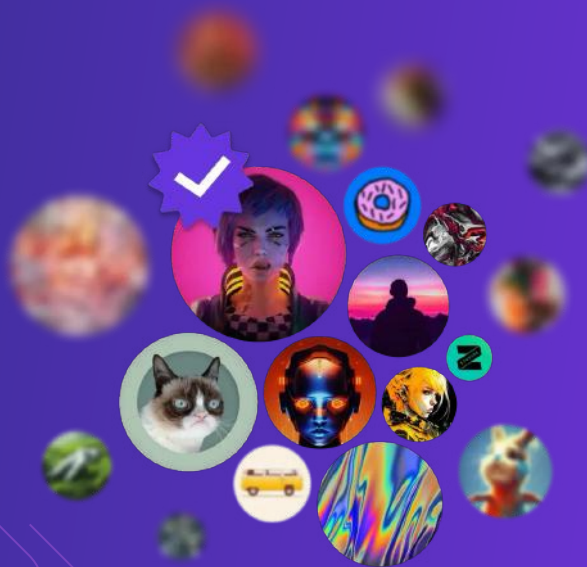
That's where **INCRMNTAL** came in.

By applying causal data science and eliminating bias from measurement, INCRMNTAL helped Zedge cut through the noise. Within the first onboarding session, Zedge was already seeing a clear picture of each channel's incremental contribution.

What made the difference?

- Optimizing certain placements within their channels
- Adding exclusions of certain targeting tactics that lead to organic cannibalization
- A unified view of *incrementality* - not just attribution

With INCRMNTAL, Zedge could assess every channel on its true performance merits, refine its strategy, and scale what actually worked.



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INCRMNTAL helped Zedge gain a clear understanding of the true value of our paid channels, allowing us to analyze campaign performance and make data-driven marketing decisions. With INCRMNTAL Explorer and Analyst Mode, we can strategically evaluate the incremental contribution of each source—and now, at the campaign level. These insights empower us to refine our marketing strategies and drive more efficient outcomes.

Eyal Yesharim Director of Marketing at Zedge

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Results

Three months post-implementation, Zedge saw a major leap in efficiency:

Cost per Install dropped by **31%**

Cost per Acquisition decreased by **28%**

Install volume grew by **44%**

Conversions rose by **38%**

All without spending a single extra dollar.

With always-on access to incrementality insights through Explorer and Analyst Mode, Zedge is now making sharper marketing decisions, campaign by campaign—no guesswork, no wasted budget.



**Ready to embrace the new
paradigm of measurement?**

Go ahead and book a demo with us.

[Book a demo](#)