LucidMeme

Ahead App Case Study

Case Study
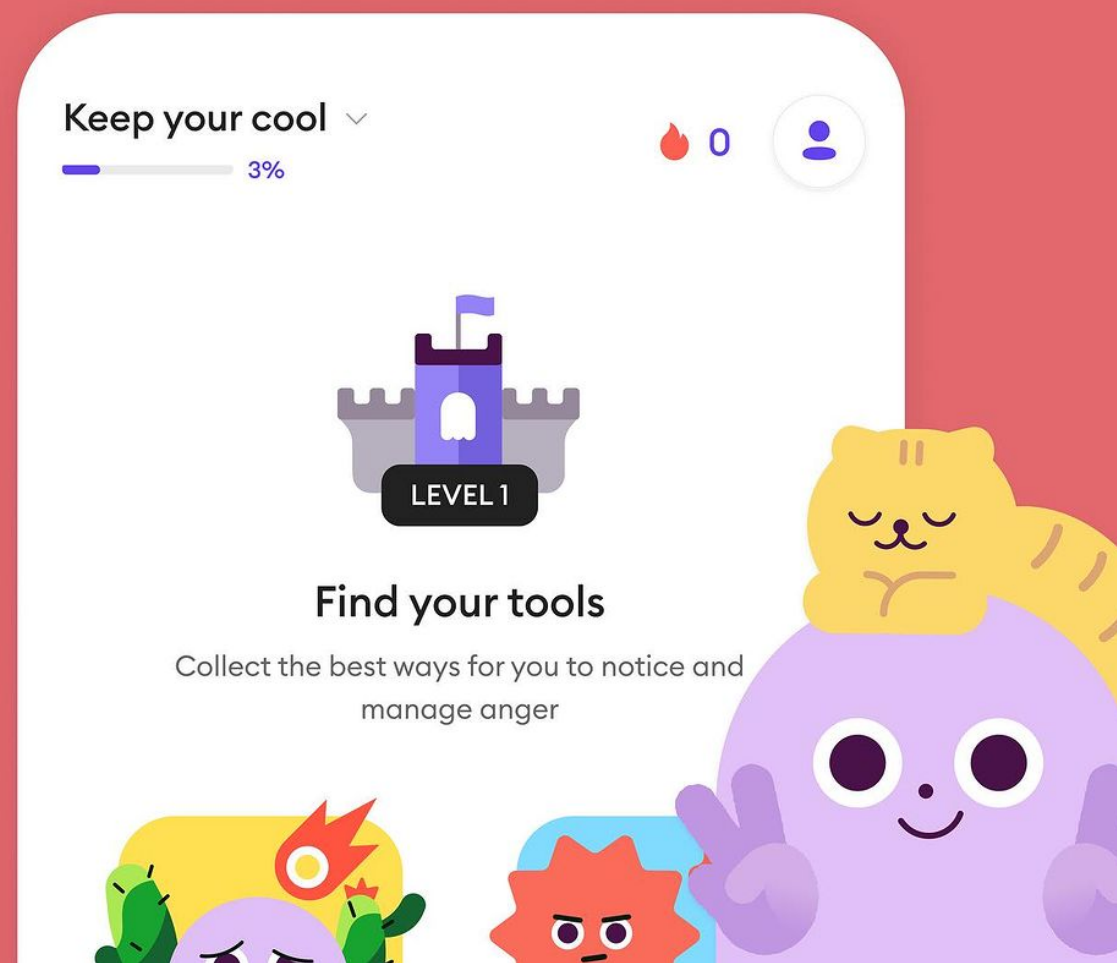
Ahead App, known as the 'Duolingo for emotional intelligence', built by behavioral change experts from Harvard and Cambridge.

Project Goals:

- Increase user engagement and app sign-ups through strategic content placement.
- Drive brand awareness and position Ahead App as the platform for EQ development.
- Build a robust community around the shared goal of personal growth.
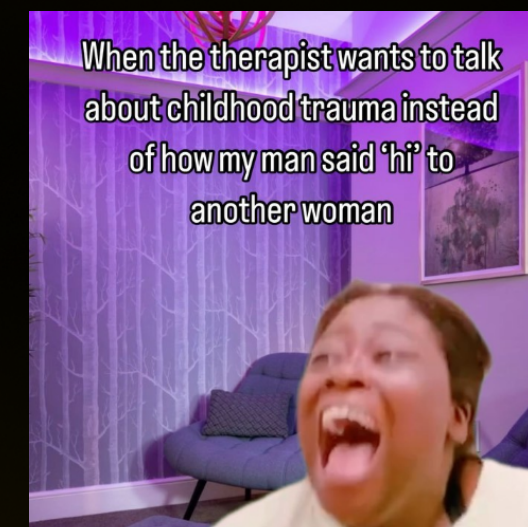
Results:

- Content achieved 156,973 impressions and 1,705 engagements (across 7 posts).
- Most engaged with post in 3 months (457 engagements).
- Outperformed account averages by +129.65% (impressions) and +233.33% (comments).