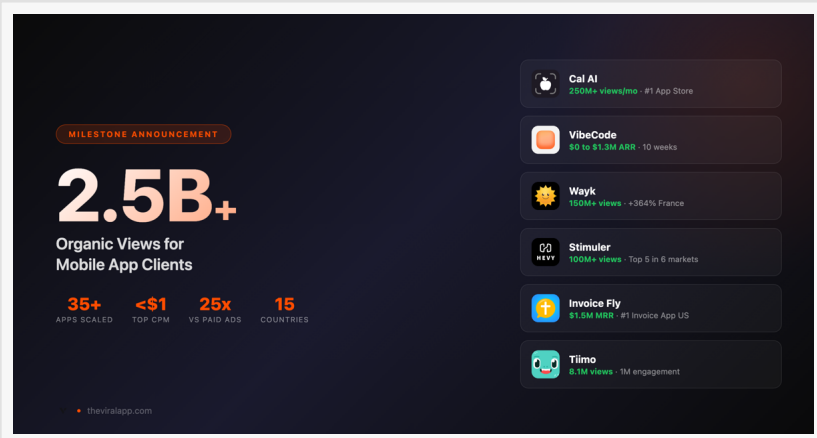
# The Viral App Surpasses 2.5 Billion Organic Views for Mobile App Clients

*UGC studio publishes internal data showing sub-$1 CPM and 25x cost efficiency gains for B2C apps using creator-led growth strategies.*




NY, UNITED STATES, September 3, 2026 /EINPresswire.com/ -- The Viral App, a UGC marketing studio specializing exclusively in mobile app growth, announced today that its creator network has surpassed 2.5 billion organic views across client campaigns since the company's founding in 2025.

The milestone spans UGC campaigns for more than 70 mobile applications across health and fitness, education, fintech, productivity, and social categories, with content distributed in the United States, Latin America, and Europe through TikTok and Instagram Reels.

> Most app founders think they need a massive paid media budget to scale. Creator-led organic content consistently outperforms paid acquisition on cost and retention."
>
> *Lucas Patiri, Co-Founder of The Viral App*

The company released select performance benchmarks from its 2026 mobile app UGC campaigns:

- Top-performing UGC creator accounts achieved sub-$1 CPM on TikTok, compared to an industry average of $12.40 for standard app install ad placements
- Creator-led organic campaigns produced a 25x cost efficiency improvement over traditional influencer partnerships for VibeCode, a developer-tools platform
- Cal AI, a health and fitness app, reached 250 million monthly views and a number one App Store category ranking through an exclusively Influencer-driven acquisition strategy with over 250 creators
- Stimuler, an education technology app, achieved Top 5 App Store rankings in six Latin American markets using localized UGC content produced by native creators and got 100M views.

"Most app founders assume they need a massive paid media budget to scale downloads. What

we have proven across 70 apps is that creator-led organic content, when produced at volume and optimized weekly, consistently outperforms traditional paid acquisition on both cost and retention metrics."
Lucas Patiri, Co-Founder of The Viral App

The company currently manages a network of vetted UGC creators producing short-form video content across 15 countries, with output reaching over 4,000 videos per month for its largest clients. The Viral App operates on a flat-fee model and transfers all systems, creator relationships, and operational playbooks to clients at the end of each engagement.

The Viral App's UGC production pipeline combines AI tools for scriptwriting and creative iteration with human creators for on-camera performance and authentic delivery. This hybrid approach allows the team to test more than 15 content formats per campaign during the first two weeks and rapidly scale winning concepts based on performance data.

The company plans to publish updated UGC performance benchmarks quarterly, beginning with its Q4 2026 report in January 2027.

About The Viral App
The Viral App is a UGC marketing agency founded in 2025 by Lucas Patiri and Tomas Boismene. The company specializes exclusively in creator-led growth for B2C mobile applications, producing high-volume short-form video content for TikTok and Instagram Reels. Clients include Cal AI, VibeCode, Wayk, Stimuler, Invoice Fly, Tiimo, Hevy, and Knowt. The Viral App is the number one agency partner of SideShift, the leading UGC creator platform. With a vetted creator network spanning 15 countries The Viral App has generated over 2.5 billion organic views. Learn more at theviralapp.com.

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