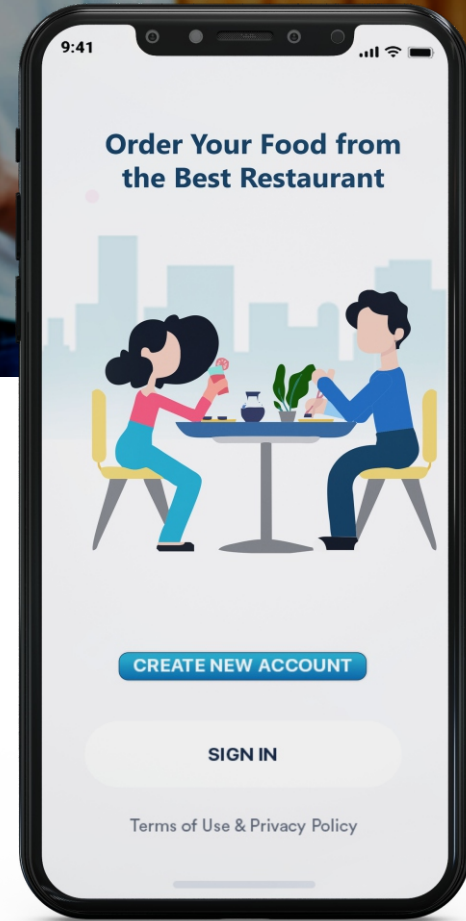


apptimus.

Optimal results at your fingertips

Food Delivery Case Study

One of the top food delivery service companies teamed up with Apptimus for the purpose of driving in new costumers which are likely to place orders within app. The brand is rapidly growing and on a constant hunt for new engaged foodies that are likely to improve its ROAS.



The Challenge

As a rapidly growing, mobile oriented company, the client focuses on user acquisition in order to drive in new costumers and as a result move up the ranking on the Appstore. At the same time, Apptimus had to pay attention and all eyes on ROAS goals as this was an extremely important aspect for the client.

Goals

- GROWTH IN OVERALL INSTALLS TO CONQUER CHARTS
- REDUCING THE COST PER FIRST ORDER
- HITTING ROAS GOALS

Tactics

We started our work with the client by preparing a detailed media plan on how we were about to promote the app. Our focus was on 12 top gross cities, we could utilize through our programmatic mobile user acquisition platform.

This targeting enables us to reach the most relevant and engaged customer in a transparent, KPI oriented, ROI driven way. Doing this allowed us to drive in results faster than expected smashing our CAC target and reducing CPFO as well as driving many new loyal users for the client.

Our Work Resulted In;

