

An e-commerce industry leader teamed up with Apptimus in order to drive in new customers that are likely to engage with the app & buy the merchandise they offer.

### The Challenge

Our biggest challenge was to find new media sources for the app while lowering the ROAS. The brand is doing user acquisition in many channels and we had to figure what are the most suitable sources that are likely to hit our mutual goals.

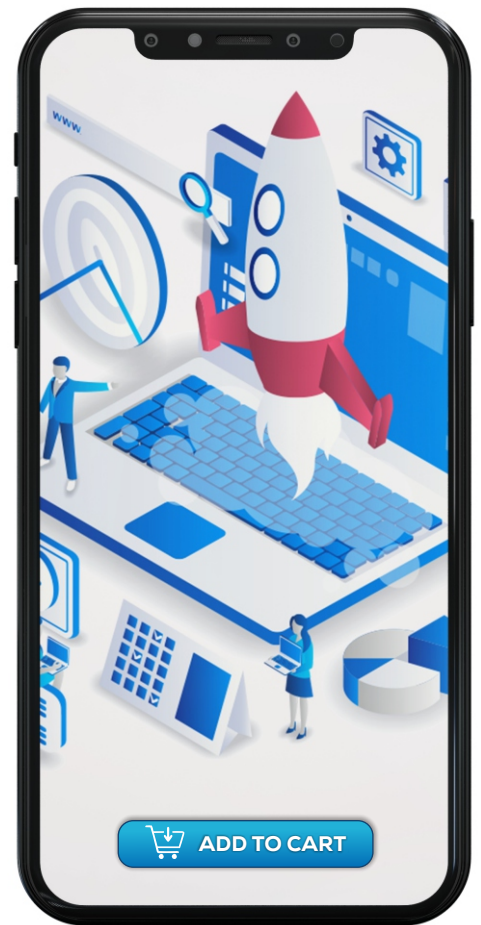
### Goals

The brand goals were to grow in monthly paying users as well as increase in the conversion rates between installs to purchase

### Tactics

Prior to launching the campaign, we tailored a proper media plan to make sure we'll hit and exceed our goals. We analyzed the current user flow and we got a deep understanding on how costumers engage with the app. With that in mind we're able to build a tailor-made solution which is the key for campaigns success.

After studies have been made we utilize our programmatic mobile user acquisition platform that enables us to reach the most relevant and engaged customer in a transparent, KPI oriented, ROI driven way. When using our user behavior analysis tools, we are shortening the learning curve of a campaign resulting in faster return on ad spend.



### Our Work Resulted In;

118%



Growth in Monthly  
New Paying User Base

69%



Conversion Rates



30%

Cost per First Order