



Wondermall is today's must-have mobile eCommerce experience for iOS. The award winning app syndicates more than 120 of your favorite name brand stores, for an all-encompassing mobile shopping hot spot. With exclusive in-app coupons, free shipping, and cash back on every purchase, Wondermall is your one-stop-shop for online shopping that is fast, rewarding, and fun.

OBJECTIVES

Wondermall and Taptica teamed up to launch national mobile acquisition campaigns in alignment with several key quality and budgetary guidelines. Together they ran targeted social install campaigns on Facebook® and Instagram, with the goal of acquiring active users with high post-install engagement rates for unique product Add-to-Carts and Order Submit percentages.

Taptica's detailed reporting and readiness to act on real-time quality tests allowed us to try out new targeting tactics and channel combinations, which was ultimately critical in hitting this level of user quality and scale. The opportunity to test new joint Facebook/Instagram targeting set a new precedent for these campaigns in terms of volume and user purchase rate.

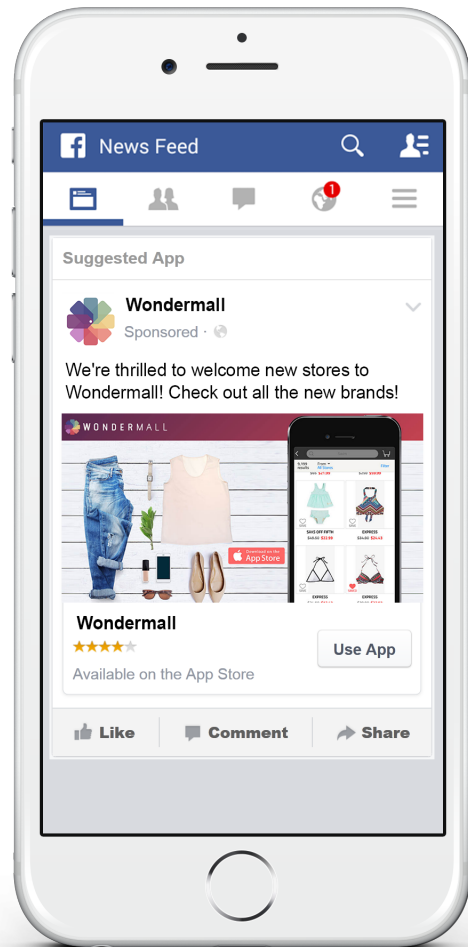
- Sagy Burshtein, VP Product at Wondermall

THE TAPTICA APPROACH

To effectively reach the developer's campaign goals, Taptica first sought to determine which channels and marketing strategies most effectively delivered the desired combination of acquisition quality and scale.

To do so, they launched a range of social campaigns on Facebook and Instagram, as well as unique joint placement campaigns therein, in order to determine which channels drove the highest quality conversions at the lowest possible cost.

In casting a wide net of potential campaign approaches, the team was quickly able to identify and optimize for the demonstrated trends and the stand out high-performers. For example, while immediate outcomes revealed Instagram as the most cost-effective channel, units targeting both Facebook and Instagram within the same adset sent campaign results skyrocketing.



By experimenting with joint placements across Facebook and Instagram combined, campaign managers were able to double ad impressions and triple their long-term Order Submit percentages.

Furthermore, by testing various user targeting strategies, Taptica quickly identified the significantly higher performance of interest-based methods over standard demographic or lookalike targeting. In devising unique combinations of specific seasonal keywords and associated creative iterations, the team struck gold in finding a targeting strategy that generated 5.2X more installs, alongside the campaigns' highest CVR, and an eCPA more than \$0.20 lower than comparable strategies.

RESULTS

Wondermall's joint Facebook and Instagram campaigns delivered massive audience impact in direct alignment with each of their key scale and quality goals.

By presenting their product in new and relevant ways, Wondermall was able to expose entirely new audiences to their innovative shopping solution. This was essential to the natural development and ever-increasing popularity of the app, as it proved to be a solution that was beneficial to both advertiser and audience alike.

And, by tracking key downstream quality goals, campaign managers were able to optimize their social initiatives around the clock based on proven performance and long-term quality and retention.

Over **13K**
unique app
installs

Affinity-based
targeting & creative
drive up to **5.2X**
more installs

Facebook & Instagram
joint placements yield
Order Submit percentages
up to **3X** higher



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