



CONVERTING THOUSANDS OF NEW SHOPPERS EVERY WEEK

Holiday Campaigns for E-Commerce App

A leading E-Commerce company offering a discovery engine for online customers searching for beauty and lifestyle products, clothing accessories and more, reached out to the team at Taptica to help them acquire new customers worldwide during the holiday season. Hoping to drastically increase the scale of their global campaigns, the developer had the goal of reaching thousands of high quality new potential customers each week.

75,000 New Customer Conversions Each Week,
During Holiday Campaigns with Taptica.

“Taptica is our secret weapon when it comes to social advertising.”

– Social Strategist and Developer

THE TAPTICA APPROACH

To generate the acquisition results they sought, Taptica launched social campaigns to identify and scale initiatives in top performing markets. Utilizing the Taptica platform, rapid A/B testing was conducted upon launch, and multiple markets in North America, Latin America, Europe and Southeast Asia were selected for high-speed user acquisition campaigns.

In addition to geographic-based targeting combined with demographic segmentation, optimization of creatives proved crucial to the campaigns' success.

Furthermore, long-tail keywords and unique sets of related Likes and Interests were essential to the proper segmentation and targeting of the highest quality user cohorts for the E-Commerce company's campaigns.

RESULTS

Taptica's worldwide campaigns during the holiday season drove over 75,000 conversions each week and proved to be an essential part of their marketing mix. With new customers pouring in and user quality exceptionally high, the social strategist at the e-commerce company described Taptica as "our secret weapon when it comes to social advertising."

With uniquely layered targeting tactics, the expert team at Taptica ensured that the company hit their holiday customer acquisition targets. Additionally, those tailored targeting combinations led to deep customer preference insights. The company found a far more varied and diverse global audience for their site than they had initially expected, as well as a common preference for a specific style of creatives across all markets.

Expressing the value of their Taptica collaboration, the E-Commerce app developer stated "These campaigns have really been great. We just hope our competitors don't find out about you!"

