



YEAY is the hit mobile shopping app that makes buying and selling fun. Show off your unique style with videos that bring your gear to life, and discover the hottest goods from members and brands around the world.

OBJECTIVES

YEAY sought to convert active new buyers and sellers across three main European markets. Setting strict benchmarks for downstream engagement, the developer partnered with Taptica to launch targeted mobile campaigns on Facebook®, Instagram, and Audience Network.

“Taptica rocks our social advertising. For both buyers and sellers, we’re getting great volume and fantastic video engagement long after the install.”

– Olof Larsson, Marketing Manager at YEAY

THE TAPTICA APPROACH

To reach YEAY’s target audience of unique buyers and sellers, Taptica broke down their social strategy with two separate campaigns. The campaigns then featured their own designated ad creative and targeting strategies, all personalized to maximize engagement from each segment.

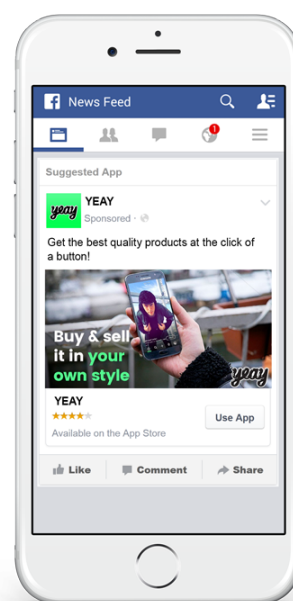
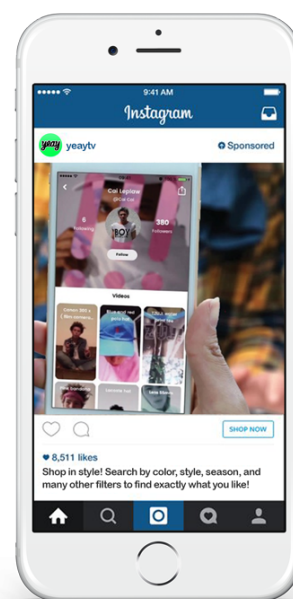
Seller campaigns for example, focused on users that would continue past the initial signup and go on to create engaging product videos, while buyer campaigns honed in on those that were most likely to view videos, read item details, and follow new sellers. By applying event tracking data to optimize further down the conversion funnel, Taptica was able to beat the developer's engagement benchmarks up to 312%.

Taptica also ran supplementary retargeting campaigns with great success in boosting downstream engagement. Remarketing quickly outpaced UA initiatives with up to 26X higher engagement rates and 6X lower spend.

App Install Campaigns	Retargeting Campaigns
Video Favorite Rate: Control	26X Higher
Video Create Rate: Control	12X Higher
Seller Follow Rate: Control	4X Higher
Total Spend: Control	6X Lower

RESULTS

YEAY's social campaigns drove exceptionally high quality user acquisition, with retargeting and UA striking an ideal balance of quality and scale that consistently outperformed their benchmarks:



Video Create goals
exceeded by
312%



Seller Follow targets
beat by
168%



Signup objectives
topped by
153%

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