

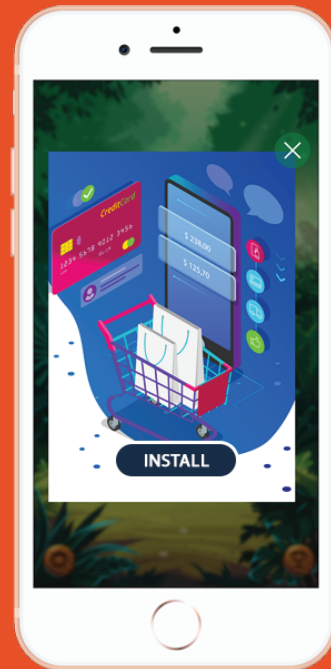


Retail Giant Spikes Singles' Day UA with Taptica

An international retail giant partnered with Taptica to generate large-scale user acquisition for their industry-leading eCommerce app. The app allows users to shop millions of products from top international brands, all in one place and at the lowest prices around.

Objectives

The retailer partnered with Taptica to drive major international acquisition for the mobile eCommerce app ahead of their November Singles' Day sales. To ensure that new installs came from reliable, high quality shoppers, Taptica optimized these initiatives toward day-7 retention rates that would exceed the retailer's benchmark goals.



The Taptica Approach

Combining high power burst campaigns with supplementary non-incent campaigns, Taptica was able to massively scale installs right on time for Singles' Day.

As the holiday approached, conversions steadily continued on an upward trend, generating a 74% increase in installs within the first week of November. This acceleration reached a head as the big weekend drew nearer, with another 60% increase in acquisition between the 10th and 11th alone.

During this peak engagement period, Taptica campaigns converted over 200,000 new users in a single day. These installs also proved to be supremely high quality, reaching an average valid rate of more than 86% based on the retailer's key audience quality guidelines.

"Taptica has been a very strong partner for us in terms of audience scope and quality. We look forward to continuing to strengthen our relationship beyond the Singles' Day rush."
- Senior Marketing Manager

Results

Taptica's Singles' Day mobile campaigns were extremely successful, driving quality conversions for the retailer at major scale. During the month of November, their initiatives drove:



250%
increase in
conversions



2.4X increase in
installs on the
day of holiday



Over 86% of installs
meet quality
benchmarks

