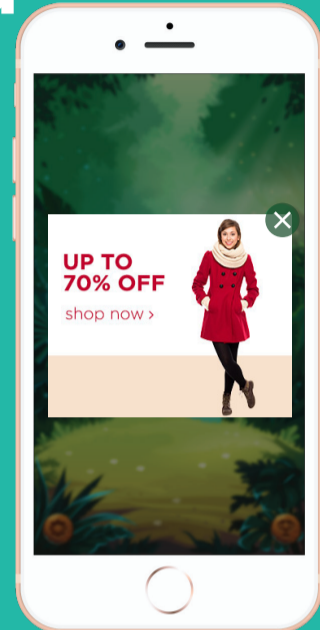




eCommerce Brand Puts Their Best Fashion Forward

A popular eCommerce brand worked with Taptica to generate new installs for their mobile app. The app's massive inventory selection is constantly changing, with thousands of new products launched each day at unbeatable prices.



Objectives

The brand partnered with Taptica to launch targeted mobile app install campaigns within the US. Seeking to acquire purchasing users on Android and iOS, the teams worked together to optimize toward men and women with an interest in discount fashion and home décor.

The Taptica Approach

By carefully monitoring traffic source and audience quality based on key metrics like CR, MTTI, and open rates, the team was able to intelligently sharpen their targeting strategy to ensure only the highest quality installs and downstream app engagement.

And, with regular creative rotation featuring the latest best-sellers and special offers, Taptica effectively ensured that ads remained relevant to each new sale and the specific cohorts most likely to engage.

Given the magnitude of our campaign scale and consistent cuts to our CPAs, Taptica has become our top-performing mobile vendor.” – Mobile Marketing Manager

Results

The brand's national mobile acquisition campaigns drove a strong uptick in their active mobile userbase and overall return on ad spend, ultimately setting Taptica apart as their top vendor with the lowest CPAs.



Thousands of weekly installs



More than 300,000 app opens from new users



Over 2300% return on ad spend (ROAS)



CPA up to 40% below benchmark goals

