



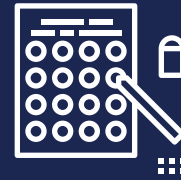
- **Shopping application available on Google Play (#1 in Russia) and the App Store**
- **Launch:** February, 2017 (Ad4top was among the first agencies to promote the app)
- **Countries:** Russia, Ukraine (entry conditions; when we start cooperation, Joom was operating on RU and UA only) + new geos (added within the cooperation: means we tested them for Joom as brand-new and helped the advertiser decide which markets were productive for them/ which not)
- **Platforms:** iOS, Android
- **Source:** Facebook, MyTarget

APPROACHES AND RESULTS



KPI:

- Revenue per Sale on 0 week



Decisions:

- New creative approaches
- Data-driven campaigns based on our expertise with other e-commerces
- LaL audiences (Deep FB analysis)
- CRO techniques



Results:

- 80k installs monthly at average RR >17%
- RPI 0week > \$1.2