



one of the most popular online shopping apps with over than 20 mln audience

USER ACQUISITION

Shopping application

- **Countries:** SA, KW, QA
- **Platforms:** iOS, Android
- **Source:** Facebook
- **Pricing model:** CPI

APPROACHES AND RESULTS



KPI:

- Revenue on Advertising Spend (200%)



Decisions:

- Constantly updating approaches in creatives' creation
- Data-driven campaigns based on the expertise with other e-commerces
- CRO techniques



Results:

- 20k installs monthly at average RR >18%
- Cost per install < \$1.7