

CASE STUDY



BACKGROUND

The dynamic nature of the e-commerce lead top retailers to develop mobile apps to offer added value to their customers. Similarly, Letgo's mobile app was developed to make selling and buying from people nearby effortless. Letgo created a social-network marketplace in which users can sell and buy second hand products. In a market dominated by Amazon and eBay, Letgo sought the right partner to successfully grow their user base.

CHALLENGE

Acquire new, active users in the US--a market in which consumers already have access to similar person-to-person selling solutions from worldwide leading brands. In other words, pinpointing those specific users who best fit Letgo's unique e-commerce model.

SOLUTION

We research the vertical in which Letgo operates. Combined with input from Letgo, we built a profile of a potential Letgo user. As this is a person to person selling, we target large clusters of population. We also targeted users who we already know are selling online via other solutions and/or are active on social apps and media. We leveraged our in-house BI team and internal data to identify other parameters to add to the user profile. The entire acquisition process was conducted by engaging in programmatic buying.

RESULTS



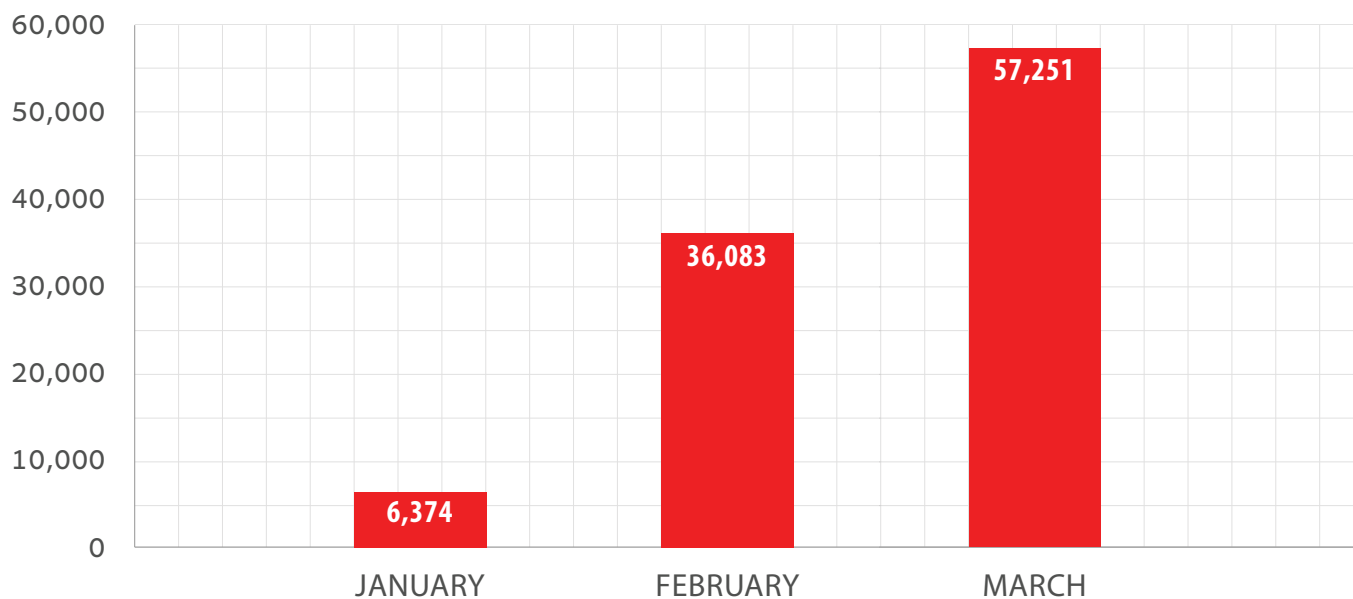
As this business case is being prepared, the campaign remains live; however, we launched the test campaign in early January 2016. By end of March, ResultesMedia's expertise helped Letgo acquire over 99.5K new users:



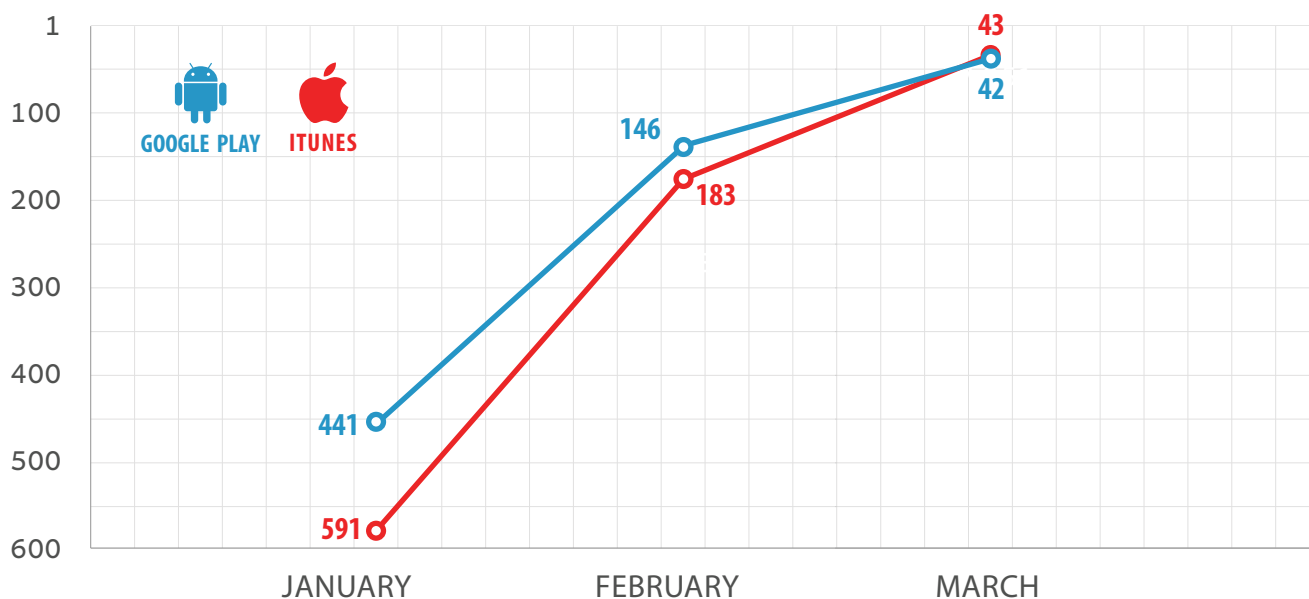
CASE STUDY



NEW ACTIVE USERS *



PRODUCT RANKING *



*Data Source: App Annie Ltd.