

# WISH OUTPERFORMS PREVIOUS KPIS WITH QUALITY PERFORMANCE – BASED CAMPAIGNS

Wish is a shopping app with over 300 million users worldwide. The app connects you to thousands of merchants, making it easy to buy fashion, shoes or electronics directly from the makers at heavily discounted prices.

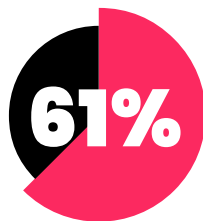
## OBJECTIVE

To scale new users globally, achieving average Purchase Rate and high Sign Up Rate, the app partnered with Adzarena to launch targeted install campaigns in our mobile ad network of premium app publishers.

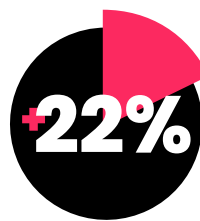
## STRATEGY

Optimize continuously the campaign towards the average Purchase Rate and prevent fraudulent installs by delivering ads only on top ad placements – giving the app full transparency over ad placements.

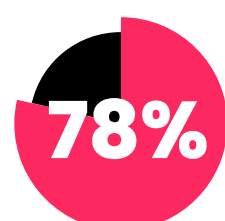
## RESULTS



Sign Up Rate



Increase Sign Up Rate



Mobile Purchase Rate

The performance-based campaign ran for 10 months for both, the Android and iOS version of the app in The Netherlands, United Kingdom, France, Germany, Denmark, Slovenia, Australia and United States, resulting in an average of 7.800 new users daily with 67.04% Sign Up Rate and 78.74% Purchase Rate in a highly competitive category – outperforming the current average Sign Up Rate of the app by 22,7% and the app Purchase Rate by 4%.

