aXponent

мегамаркет

85% Successful First Delivered Orders

Campaign Objective

Attract and acquire new users, inspiring them to make their first purchase & ensure deliverability.

Challenge

SberMegaMarket was facing a lot of cancelled orders in their system due to which it wanted high deliverability in first orders.

Our Approach

We tested multiple programmatic inventories to attract the best audience here. The offline reporting of delivered orders came as a hurdle but with prompt action on it & client support, we were able to ensure a high delivery rate.
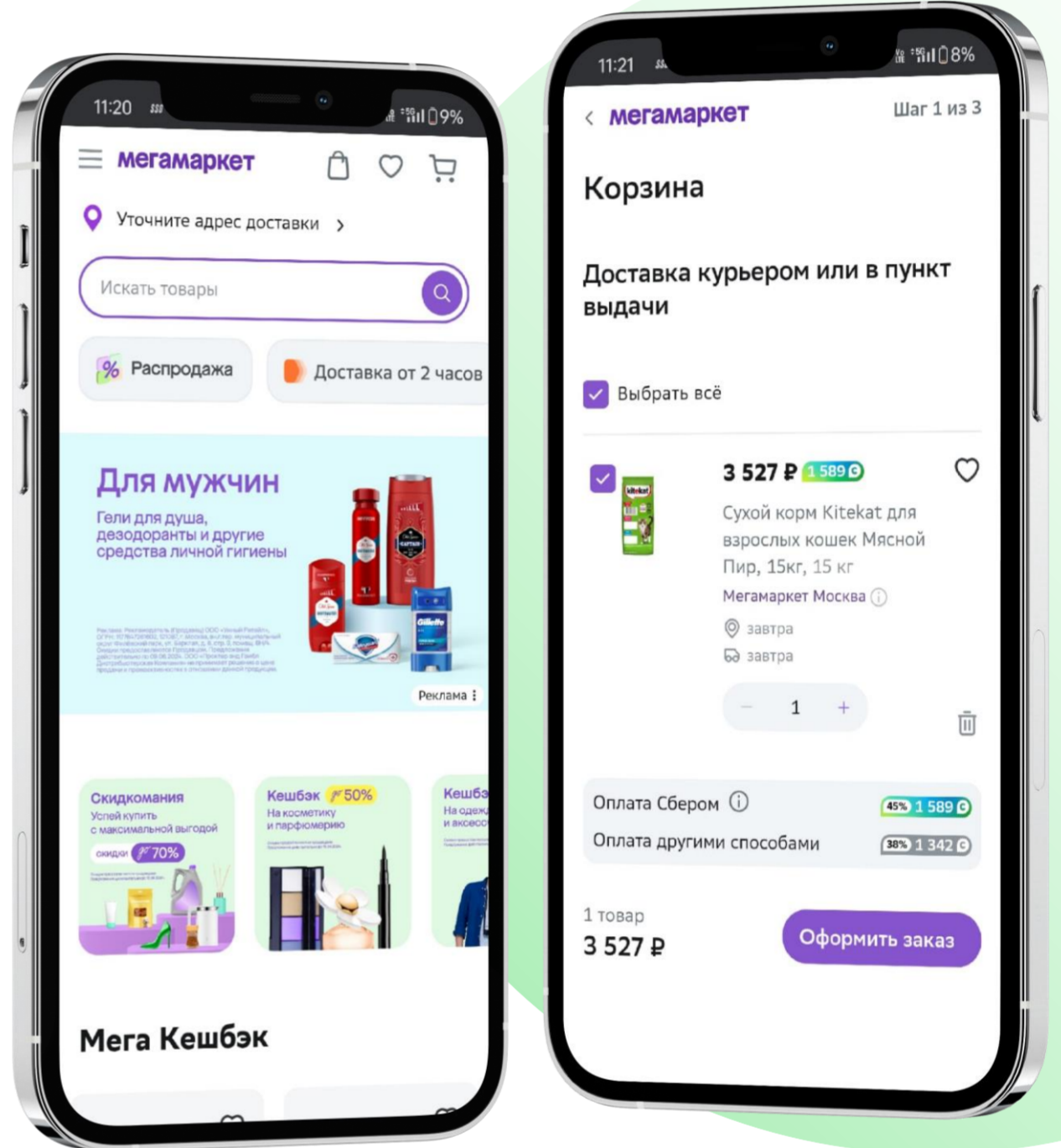
283,333 Installs

0.67% CR

Campaign Outcome

8,245 First Order Delivered

2.91% EVR

About Axponent

Axponent is a digital marketing company helping brands to acquire real users and boost their performance by offering it's wide range of services.