

Joom Goes Global: E-commerce App Leveraged Appness Solution to Expand Business Overseas and Reached 15M Installs



“Unlike other 3rd-party companies, Appness has its own platform that aggregates all metrics from all media buyers, as well as all their advertisements. The platform provides complete visibility, so I can easily access all data and the creatives feed, and analyze our ads’ performance. None of our partners before Appness could offer this.”

— Yuri Ivanov, Head of User Acquisition at Joom

INDUSTRY E-Commerce

COMPANY JOOM



Joom is a mobile application for delivering high-quality goods at reasonable prices. The Joom catalog includes men’s and women’s clothing, cosmetics, electronics etc. Compared to similar apps, Joom has a less-cluttered interface designed to simplify the shopping process and speed up delivery of orders. Although the app was launched only in June 2016, its popularity has soared, and to date the number of app downloads exceeds 15M installs.

ABOUT APPNESS

Appness recognizes the challenges businesses face in implementing Facebook ad campaigns and maintaining a consistent creative strategy. To address this, Appness has developed a revolutionary platform that provides mobile advertisers with access to the human cloud: freelance creative teams and media buying talent ready to share their creatives and local expertise.

Headquartered in Cyprus, Appness currently works with over 1000 media buyers and more than 100 advertisers worldwide.

THE BUSINESS CHALLENGE

Because the e-commerce market is oversaturated with all kinds of services offering shoppers the opportunity to make orders via mobile applications, the company could not rely only on organic growth alone. Striving to gain visibility as rapidly as possible and to substantially replenish their base with new loyal customers, Joom naturally turned to paid advertising on Facebook.

Facebook Ads are considered one of the most lucrative tools for merchants by virtue of their ability to target specific users. Instagram has also proven to be a growth engine for e-commerce businesses, providing them with access to millions of young, mobile-first users willing to place orders online.

For this reason, Joom allocated a significant share of their resources (around 40% of the total advertising budget) to Facebook and Instagram. The company’s owners clearly realized that launching successful ad campaigns would require deep understanding of the platform algorithms and a professional approach to traffic purchasing. Since Joom was planning to enter new markets while maintaining and increasing a large volume of active paying users, they searched for a partner with extensive experience and knowledge in Facebook ad implementation globally, including previously unexplored markets. Their main objectives were outlined as increasing the volume of purchases and expanding GEO’s reach.

THE APPNESS SOLUTION

In February 2017 the company learned about Appness and entrusted them with implementation of impactful ad campaigns across Facebook and Instagram that would encourage people to install the app and use it frequently to make orders. Appness introduced a phased approach that included a variety of tactics and strategies for influencing the target audiences. The analysis of the obtained results made it possible to predict user reactions and show them highly personalized ads according to their interests and purchase behaviors.

In addition to increasing the volume of Joom installs and purchases, Appness greatly simplified data reconciliation and generally made life much easier for the Joom team. With the Creatives Feed feature, the company can thoroughly vet all ads to ensure their brand safety. Joom’s team simply previews all creatives submitted by media buyers and either approves or turns them down.

CHALLENGE

After gaining customer confidence in Eastern European countries, Joom allocated 40% of its total marketing budget to Facebook & Instagram ads, intending to boost the overall volume of orders and expand the business into several new markets: Western Europe, the United States, Canada and Australia. To meet this goal the company needed a partner with strong expertise in Facebook advertising that would launch and optimize ad campaigns on a day-to-day basis in the targeted countries.

SOLUTION

Responsibility for app promotion across both the Facebook and Instagram platforms was assigned to Appness. In order to display most relevant ads with the most valuable content to potential Joom customers, the Appness team:

- ✔ Promptly identified the audience's preferences and behavior patterns
- ✔ Created 1700+ tailored creatives using its best designer talent and attention-grabbing items from the Joom's catalog
- ✔ Conducted split testing by implementing a variety of targeting strategies
- ✔ Used Facebook Dynamic Ads to show various Joom products on rotation and automatically choose the most relevant content for each target audience

RESULTS

- ✔ The volume of app installs reached 15M
- ✔ The number of unique paying users grew by 4X
- ✔ Joom successfully entered 15 new markets

“When it comes to ad quality and compliance with our policy, the Appness ‘Approval Center’ makes a huge difference,” said Yuri. “We always know for sure how our ads look like and which connected media buyers perform best. With the ‘Creatives Feed’ feature we easily manage our content and get real-time updates on all Facebook banners, creatives and videos.”

THE RESULTS

The Appness solution helped Joom not only increase both sales and reach, but also accurately evaluate results aligned with their KPIs. Within the first quarter of cooperation Joom succeeded in achieving the following results:

✔ **The overall volume of Joom app installs reached 15 million**
By testing various creative/targeting combinations, Appness determined the most efficient strategy of attracting customers to the Joom app. Compared to the first month, Appness is now driving a volume of purchases that has increased by a factor of 8.

✔ **The volume of unique paying users grew by 4X**
One of the company's main KPIs was growing the number of unique paying users on a daily basis, which provides a good opportunity to measure ad campaign exposure. Within 3 months, Appness increased the volume of unique paying users fourfold.

✔ **Joom successfully entered 15 new markets**
After partnering with Appness, the company's accomplishments in targeted countries matched their expectations, and Joom intends to continue its westward expansion.

“With the help of Appness we achieved our goals in terms of sales increase and new market penetration: we strengthened our positions in Europe, started promotion in the US, Canada and Australia and reached 15M installs,” stated Yuri. “I must say that throughout our collaboration with Appness we had no problems in terms of support from their managers. They are always deeply involved in the process and advise us on any issues that arise. We will continue this partnership for the long term and will definitely recommend Appness to our colleagues and partners looking to promote their businesses via Facebook.”

 **Request a Demo**
www.appness.com

Global Partners

