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CASE STUDY



"The CatchOfTheDay app install was a great success. The app offers users a better shopping experience, and with so many searches happening on mobile devices, it was extremely important for us to be at the forefront of mobile advertising strategy. We're very happy with the results of the campaign."

Sen Woo
Digital Marketing Manager

About the company

Launched in October 2006 in Australia, CatchOfTheDay is a website and app that features amazing deals across 500 top brands and 15,000 products. It is Australia's #1 online shopping destination for over 1.5 million users.

Objectives

- Drive high volume of app install.
- Move target market to mobile to drive mobile purchases.



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The Solution

- Launched both iOS and Android Universal App Campaigns.
- Targeted separately top apps over the AdMob network.

The Results | October '15 - February '16



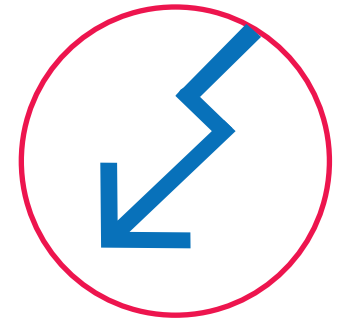
2273%

Increase in app downloads



983%

Growth in app purchase revenue



49%

Drop in CPA

