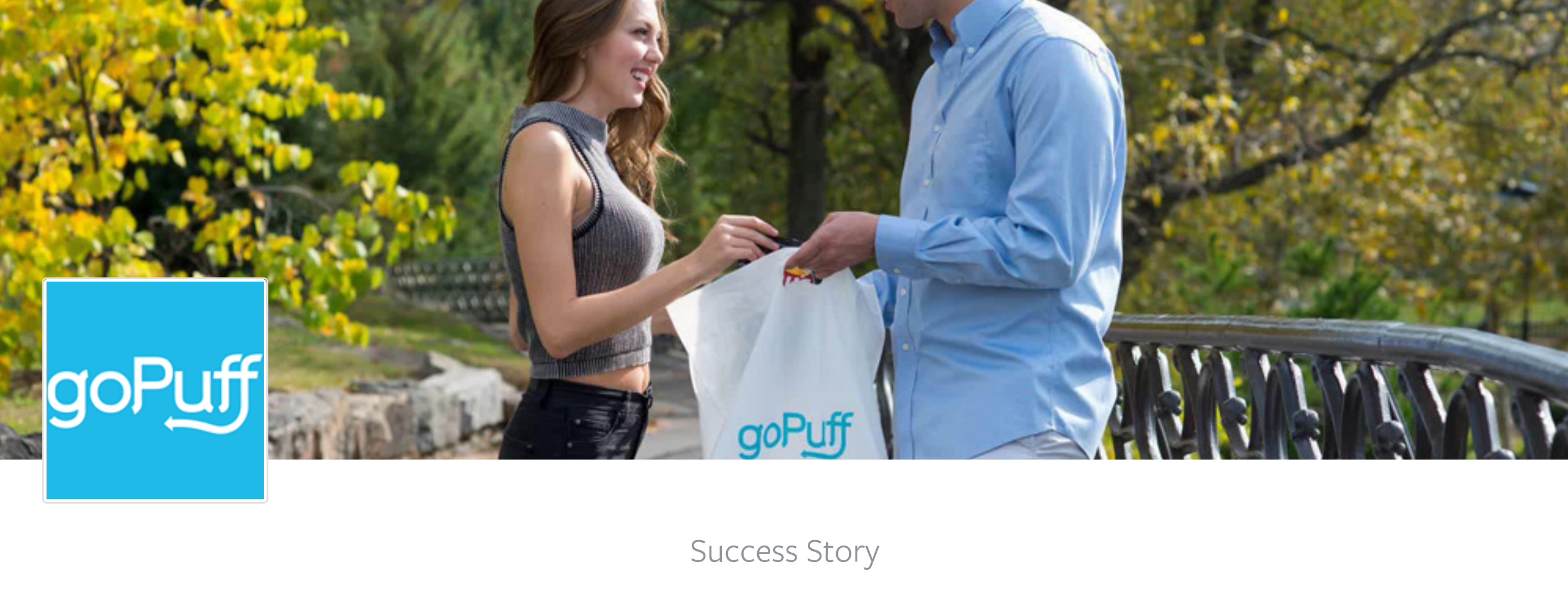


Success Stories > goPuff

goPuff



Success Story

From mobile to your home

The on-demand delivery service used targeted mobile app ads to introduce people to its app and encourage them to download it, resulting in a 35% increase in app installs.

35% increase in app installs 30% decrease in cost per install 35% decrease in cost per purchase after download

Their Story

Right here, right now

goPuff is an on-demand delivery service launched in Philadelphia in 2013. The company, which has since expanded across the US, delivers thousands of convenience items—snacks, drinks, office supplies and more—to your door in 30 minutes or less.

Their Goal

Filling more orders

The goPuff team wanted to boost awareness of its app and increase downloads so that it could encourage more people to place an order through its on-demand service.

“Facebook has been a big success for goPuff’s marketing. As we enter new markets, we depend on Facebook’s wide array of targeting capabilities to efficiently spread word of our service to potential new users. As our audience grows, Facebook gives us a great platform to re-engage with existing customers and drive them back to our app and website, improving retention.”

Jake Levin, Marketing Director, goPuff

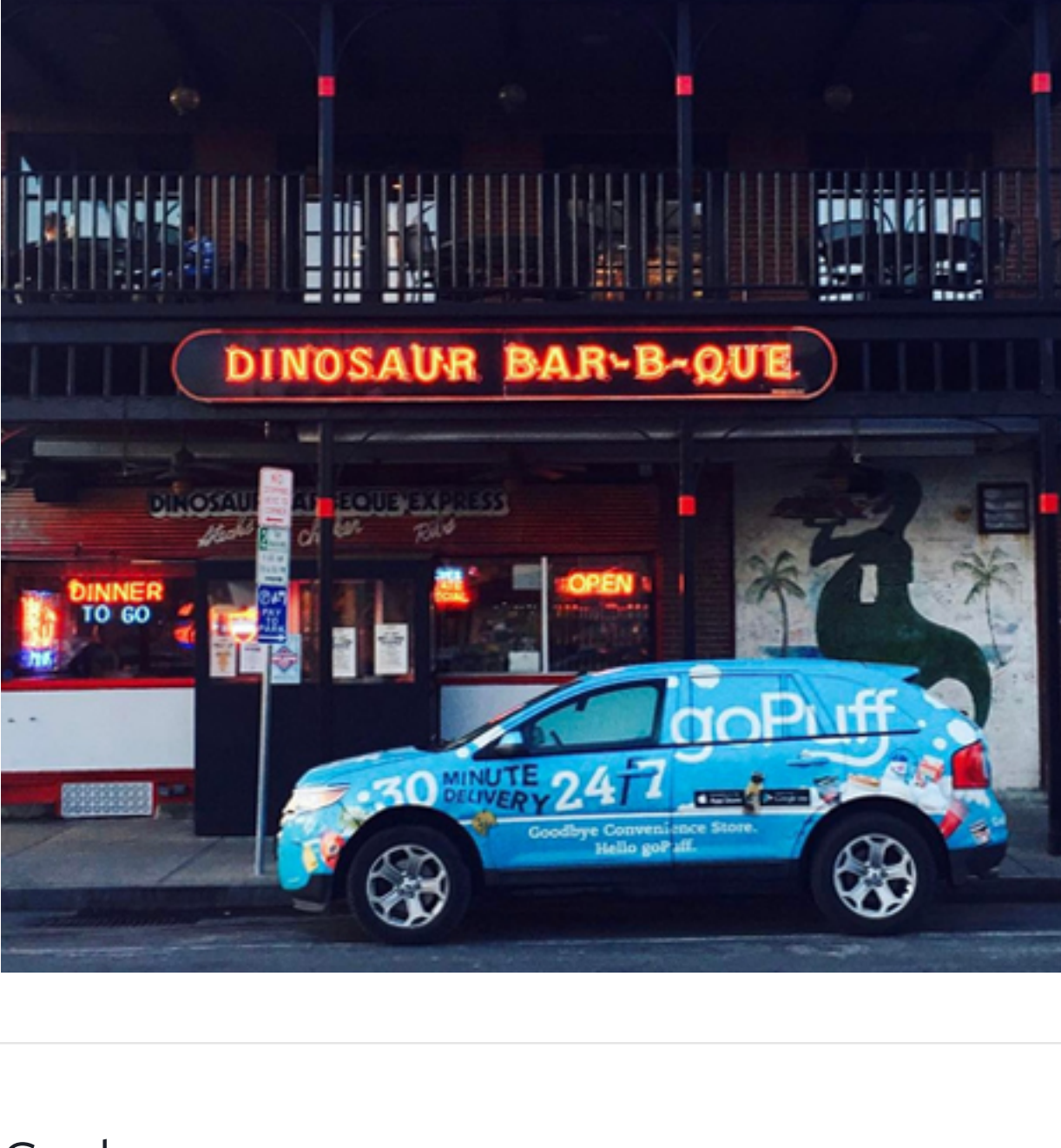
Their Solution

Encouraging app installs

goPuff partnered with internet marketing company MuteSix to help manage and execute a 2-pronged campaign to first introduce people to the app, and then encourage them to install and make a purchase through it.

The team first examined its Audience Insights dashboard to determine the best audience to target with this campaign. It then used Power Editor to build a series of mobile app install ads, which direct people to the app store where they can immediately download the app. The ads were optimized for all placements: Facebook, Instagram and Audience Network.

Read More



Products used

- Ads
- Instagram Ads
- Audience Insights
- Core Targeting
- Conversion Tracking
- Custom Audiences
- Lookalike Audiences
- App Installs

Goals

- Drive Online Sales
- Promote Your App

Their Success

Instant success

goPuff’s ongoing 2-phase campaign, which started in October 2016, has successfully driven more app downloads and sales, delivering the following results:

- 35% increase in app installs
- 30% decrease in cost per install
- 35% decrease in cost per purchase after download



“We’ve found that we’re most successful in terms of hitting our KPIs when we’re generating consistent and varying content. A big reason that people go on Facebook and Instagram is because they know there will always be new photos, videos and articles, and it’s the same with advertising. The only way to keep people interested is to keep it fresh.”

Jake Levin, Marketing Director, goPuff

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