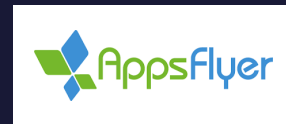


# Growing With an Eye Towards ROI



**30%** More Customer Listings

**11%** Lower Cost Per New Listing

## Background

OLX is one of the world's leading classifieds platforms, providing local communities in high-growth markets with vibrant online marketplaces. OLX connects local people to buy, sell or exchange goods and services by making it fast and easy for anyone to post a listing through their mobile phone or on the web.

## Challenge

OLX Brazil wanted to attract new, high quality users at scale. Reaching their desired growth targets required a newer, faster approach to paid user-acquisition and retargeting campaign management, especially on Facebook, one of their top sources of paid growth.

## Solution

OLX Brazil connected their AppsFlyer mobile attribution and marketing analytics to Smartly.io, their Facebook Marketing Partner.

AppsFlyer's deep integration with Facebook provided OLX with real-time mobile attribution insights. AppsFlyer's marketing analytics gave rich insights into their user behavior and their lifetime value. By then matching their attributed installs with their user engagement and revenues, AppsFlyer automatically reported the ROI of each Facebook and Instagram campaign.

Using the preconfigured integration, OLX automatically synced their Facebook and Instagram campaign performance, as well as their in-app engagement data with Smartly.io. Smartly.io then used this data to help OLX automatically optimize their Facebook and Instagram advertising - moving budgets towards the best performing campaigns and highest lifetime value audiences to maximize ROI. Smartly further leveraged the in-app event data from AppsFlyer to enable highly targeted retargeting campaigns along different points of OLX's funnel.

## Impact

The combination of Smartly.io's Facebook automation and optimization tools and AppsFlyer's attribution and engagement insights helped OLX Brazil grow their mobile user base and revenues. Within just a few months, OLX Brazil saw an 11% dip in their Cost Per New Listing, alongside a 30% uptick in customer listings. With this strong performance in hand, OLX Brazil continues to invest in their Facebook growth in partnership with Smartly.io.

"AppsFlyer's attribution and analytics together with Smartly.io's Facebook automation helped boost our new user growth and improve our Facebook marketing ROI while reducing the manual work involved in campaign management."

**Caio Ferreira, Marketing Manager, OLX Brazil**

We always offer a **14-day free trial**  
and **no minimum contract period.**

Contact us at [info@smartly.io](mailto:info@smartly.io)

