

Brandatt Ecommerce – 11.4% conversion

Task

Brandatt com is an e commerce company born in 2017 featuring a wide variety of top international and local beauty products

The goal of the campaign was to drive app installs on smartphones and drive online sales.

Performena created the messaging

Approach

- Mix of individual products and brand ads
- Two stages:
 - Awareness
 - Execution
- Programmatic
- Native
- Search
- Initial reach
- Massive Retargeting

Result

Awareness Stage:

- Average CTR = 0.53% for the entire phase

Execution stage

- Average CTR = 1.9%
- Conversion = 11.4%
- 8,008 completed installs



Brandatt