

Case Study

MarkaVIP

MarkaVIP was established by experts at leading firms in the fashion and eCommerce industry. Seasoned shoppers and experienced eCommerce engineers joined forces to bring their passion, expertise and the latest offerings to fashion lovers in the Middle East.



MARKA VIP

Case Study - MarkaVIP

Campaign Objective



Promoting MarkaVIP's Mobile Application

Duration



1 Month

Measurements






Successful number of unique installs

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Solution

AdFalcon served attractive call to action mobile ad placements using its app booster solution which enables to run the campaign on a fixed cost per install. Users clicked on the various display ad placements then were directed to download the app from the respective app store (Apple's app store and Google's Play store).

Measurements

 Number of impressions served during the campaign	+20,000,00
 Total Average CTR	2.00%
 App Installs achieved	+3,000

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Screenshots

