



**Major online retailer achieved 0.59% CTR and \$1.58 CPA using Adiquity's retargeting**

**BACKGROUND**

Adiquity's client, a major Indian online apparel retailer (with over 100,000 monthly unique visitors) wanted to maximize its click-through-rates for higher conversions. The client also had a focus on increasing brand awareness and loyalty among its global customers.

**SOLUTION**

Adiquity negatively geo-targeted specific regions in Europe where the client's ads

were underperforming, and reallocated funds to better performing campaign regions to maximize conversions. In these campaigns, Adiquity created incentivizing seasonal offers and customized messages for browsers. Adiquity then retargeted the client's past customers after a defined time period to drive repeat sales and build customer loyalty.

## RESULTS

The optimization resulted in increased conversions within a couple of weeks. For newer campaigns, the conversions increased from the first week itself. The online retailer could see an increased CTR of 0.5886% and achieved \$1.58 CPA.

### About AdIQuity

Adiquity is a leading global mobile ads platform which enables advertisers, ad agencies, ad networks, RTB DSPs and other media buyers to acquire quality global mobile traffic. It also helps mobile app developers and publishers to earn high revenue from their mobile inventory. The platform currently manages more than 20 billion ad impressions per month from 200+ countries. It has 15000+ app developers/publishers and 100+ mobile ad sources as partners.