# Saldiprivati

Saldiprivati increments mobile app installs by +60%, halving the costs

**adglow**

## CLIENT

Saldiprivati (Banzai Group) is an Italian leader of online flash sales offering daily discounts on branded products across clothing, shoes, accessories, home furnishings, household appliances and high-tech products.

**saldiprivati**

## 50% CPI REDUCTION

## + 62% MOBILE APP INSTALLS

## OBJECTIVE

Saldiprivati wanted to increase  mobile app installs for their app and significantly reduce the CPI (cost per mobile app install).

## STRATEGY

Adglow identified many targets and began testing them to build up an audience with specific interests so that Saldiprivati could reach a qualified and interested audience.

Thanks to Adglow's proprietary ad technology ADAM, Adglow could create Lookalike and Custom Audiences made up of users who had already downloaded the app to reach a large pool of users. The rest of the targeting was divided by groups with specific interests in relevant product categories such as clothing, accessories, furniture and many others.

Alongside segmentation, continuous A/B testing of creatives was performed allowing Adglow to understand which copies and ad formats performed best. Because of the results from the A/B testing, Adglow could perform a daily optimisation and constant creative refresh to avoid ad fatigue and ensure the lowest Cost Per Install (CPI) for the client.

The results of the campaigns managed by Adglow were significantly above the client's expectations. Within one month of campaign, the cost per mobile app install was reduced by more than 50% and the number of mobile app installs incremented by 62%.