

Privalia is an online fashion outlet offering private sales. It boasts 19 million registered members worldwide and over 6 million mobile app downloads. It has adopted a mobile-first approach to engage both with its existing and prospective customers.

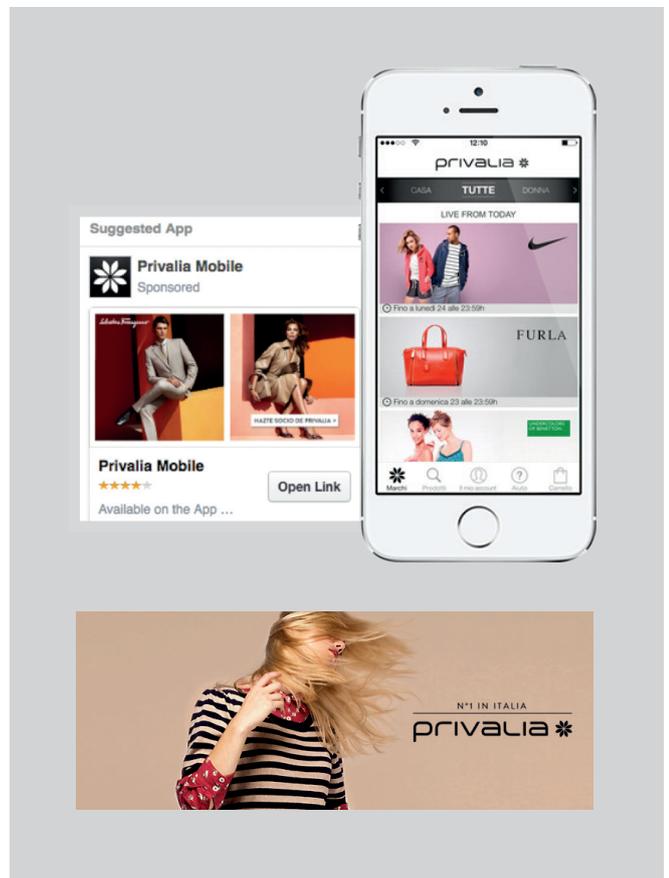
 Management of 3 different ad accounts	 More than 100 live campaigns	 2.5x rise in mobile sales YoY	 Mobile 60% of Privalia's traffic
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Challenge

- Reaching Privalia's audience during the summer where the audience usually shies away from desktop.
- Generating qualified traffic to their website and increase **app installs** and ultimately sales in a very competitive market.
- Engaging Privalia's audience for limited time-only sales.

Solution

- Setting up mobile app ads to offset the seasonal drop in sales.
- **Scaling mobile advertising** was enabled by AdsOptim's capacity to handle an important number of ads.
- **AdsOptim's tree and conversion funnel views** render the customer purchase path easy to follow.
- These features make **budget allocation** between targeting easy for a cost efficient optimization.



Interview with Ferran Güell, Marketing Director

"Facebook app installs are the best source of customer acquisition for us. The clients coming from this source are better qualified than those coming from other advertising channels."