

# Glovo scales and delivers with MakeMeReach

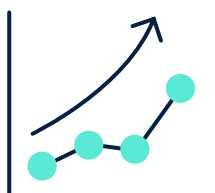
## CASE STUDY



Glovo delivers any local product to your door in an average of **30 mins**. From electronics, to food, to flowers, Glovo fills the gap between offline and online commerce - **on demand and on mobile**.

## Scale quickly

In Spain, **Glovo has relied on the MakeMeReach solution as a crucial pillar** in their scale-up strategy throughout the spanish-speaking world.



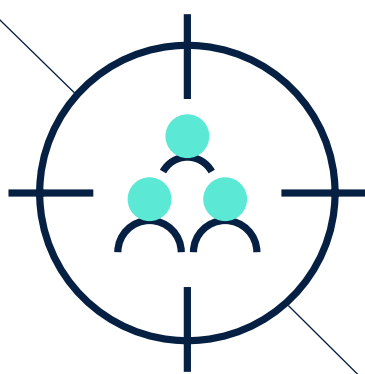
In September 2017, after roughly two-and-a-half years in business, Glovo decided it was time to scale quickly. In just over a year they've added **more than 100 cities**, and are now active in **22 countries worldwide**. Added to that, they've multiplied their number of orders delivered by 10 - from 1 million in September 2017, to **over 10 million in late 2018**.

## Targeting approach

To achieve this kind of growth, Glovo have had to be smart about how they establish their activity in new cities. Their business model is such that **they are not only interested in acquiring new users of the service, but also new delivery people** (called 'Glovers') in each new city.

To get both users and Glovers on board, and ensure each new location started off with a bang, Glovo followed a **two-stage targeting approach** for their Facebook and Instagram advertising campaigns:

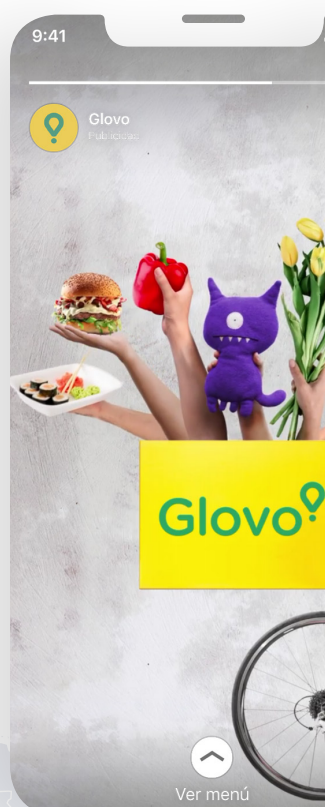
**In the first stage, focusing on individual suburbs at a time, Glovo used broad targeting to reach males and females aged 20-54 years old.**



**Then, in the second stage, they built on this initial audience with lookalikes and additional interest-based groups.**

## Mixed-placement strategy

Glovo pursued a mixed-placement strategy on **Facebook** and **Instagram**, to **keep the campaign fresh** when reaching the above audiences. With a strong focus on **video ads** and **Stories**, the creatives clearly explained Glovo's unique selling proposition, dropping in logos from key brands of the products they deliver, to **build trust**. While following a mixed-placement strategy, Glovo were particularly happy with **Instagram Stories ads**, which saw a **CPA four-times lower than Instagram video ads**.



The hyper-local targeting strategy, combined with clear and concise messaging in the creatives, increased relevancy and led to great results. **For campaigns launching their service in the city of Rosario, Argentina, Glovo saw a 24% lower cost-per-install (CPI), 25% lower cost per sign up and a 60% lower cost per first order**, compared to previous campaigns that didn't feature hyper-local targeting.



**24%**

**LOWER COST-PER-INSTALL**

**25%**

**LOWER COST PER SIGN UP**

**60%**

**LOWER COST PER FIRST ORDER**

**...compared to previous campaigns that didn't feature hyper-local targeting.**



**Irene Vaquero, User Acquisition Manager, Glovo.**

"The easy UI of MakeMeReach, coupled with their knowledgeable team, meant that we could create highly relevant campaigns which were hyper-localized in the cities we were looking to launch. Over the last year we've been scaling fast and we have needed partners, like MakeMeReach, to support us in this."