Shapely
Case study

mopub

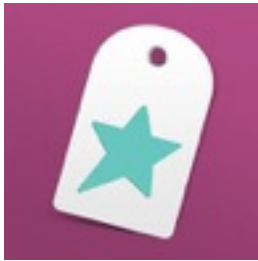**Shapely drives 400%+ increase in app installs and 3,000%+ more purchase events in two months by partnering with Appreciate to reach consumers with video ads on MoPub**

Challenge
The Shapely team was using various acquisition channels prior to working with Appreciate, but was challenged in terms of their ability to acquire quality users. Shapely wanted to acquire users at scale who had high lifetime value, as measured by Shapely as engagement with the app and in-app purchases.

Strategy
Shapely partnered with demand-side platform Appreciate to run this campaign. Appreciate knew they could reach their client's target audience on mobile apps, but they wanted to also ensure that people grasped the unique concept of the app before downloading and using the app. In order to achieve this, Appreciate used video ads on MoPub to bring the brand and product to life with rich, immersive experiences.

"If users don't grasp the concept of the app from the ad, there could be a misalignment between what consumers expect prior to downloading the app and what they realize after launching the app. Video ads on MoPub bring the experience to life so that people can visualize the experience in the app ahead of time — which leads to more usage and engagement long term."

- Inbar Chap, Chief Business Officer at Appreciate

About Appreciate
- Mobile DSP headquartered in Israel
- Supports all major mobile in-app ad formats

About Shapely
- Headquartered in Israel
- Mobile app with a mission to redefine the shopping experience
- Offers an innovative approach for searching and finding the right outfit by allowing the user to search 3rd party products based on the app's unique search tools

Goals
Shapely wanted to acquire quality users at scale who had high lifetime value, as measured by engagement and in-app purchases.

Results

Reached people on more than **1.3 million** unique devices with **2 million** impressions

Garnered **4.88%** click-through rate

Delivered more than **10,000** app installs

Generated **1,200%** more searches than other existing advertising channels

Drove **3,000%** more purchase events than other existing advertising channels

![mopub logo]

Even though video ads typically have higher prices than other ads, they can actually lower the cost of acquiring a high lifetime-value users who make in-app purchases, because people who download after watching a video ad have a better understanding of the true app experience when they launch the app.

Additionally, Shapely wanted to make sure to reach the right people with their ads. Appreciate helped them automate targeting by leveraging Shapely's post-install data to bid on inventory with the highest potential conversion value. Because "search" and "buy" events indicate high value for users in Shapely's app, Appreciate leveraged those metrics to find devices with the highest potential lifetime value. With this strategy, Shapely was able to help reach the ideal audience for their app.

Key results

By partnering with Appreciate to run a video ad campaign on MoPub Marketplace, Shapely was able to reach their target audience with a rich, immersive experience that brought their unique app experience to life. The campaign helped Shapely grow their user base with people who present high lifetime value. In particular, it focused on finding people who were most likely to search for items and make purchases in the app — as these actions are indicative of high value. Additionally, the campaign used video ads to help bring the search and purchase experiences to life.
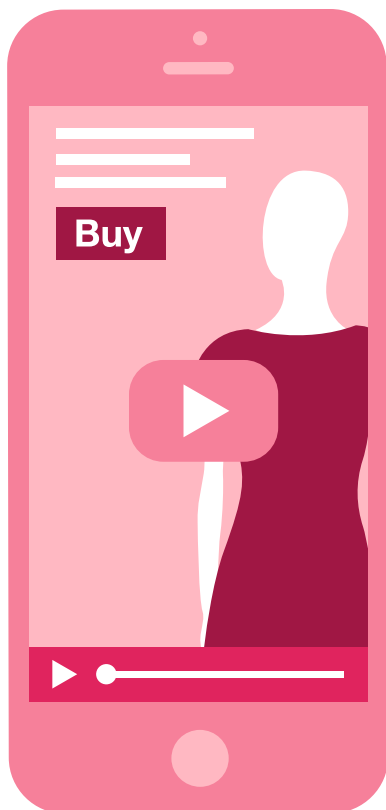
1.3M
Unique devices

10K+
App installations

4.88%
Click through rate