

Fashion & beauty marketplace app, LYKE, partners with InMobi to expand footprint in South-East Asia



THE CHALLENGE

LYKE is a great new fashion app for people to discover and shop for the latest trends and styles - combining 100,000's of products from a huge array of the most popular ecommerce stores in Indonesia on one platform and within one App. Aiming to become the preferred fashion app among female shopping enthusiasts, LYKE partnered with InMobi to acquire high quality users across Indonesia.



Scrollable Carousels

THE SOLUTION

With extensive experience in delivering large scale UA campaigns for online marketplace apps, InMobi developed a sophisticated user acquisition strategy to promote LYKE's exciting mobile store proposition using experiential native and scrollable ad units and InMobi's first-party data retail personas.

TARGET AUDIENCE

Female Shopping Enthusiasts

PLATFORM

Android

CREATIVE

Native and Scrollable Carousels

Campaign Execution:

Creative refresh – showcased the latest fashion trends in ad units mimicking the in-app experience through regular creative rotation that kept the campaign fresh and impactful. Additionally, the campaign mapped product creatives to different user cohorts to ensure ad relevance, thereby maximizing conversion.

Day Parting – segmented users based on high consumption periods on mobile such as early mornings and late evenings to reach users where shopping adoption is highest.

LTV Optimization – targeted InMobi's online shopping user cohorts to reach a relevant and engaged audience efficiently, and to ensure a high Return on Ad Spend (RoAS) for the campaign.

Reach and scale – With on-ground presence and a strong network of local premium publishers, InMobi drove over 500,000 app installs across relevant audiences.



Native Creatives

RESULTS

45000 monthly app installs delivered and millions of female shopping enthusiasts reached

100% better conversions on native and scrollable carousels than compared to non-interactive formats on the InMobi network^[1]

120% lower costs for high LTV user acquisition with access to quality supply and exceptional campaign optimizations^[2]



"As a leading mobile performance advertising player in Europe with a large scale global presence, InMobi gives its customers the unique opportunity to access and expand into high growth markets such as China and South-East Asia. InMobi's mobile-first user acquisition (UA) solution has been instrumental in driving app adoption and establishing our foothold in Indonesia. We are impressed by the scale of quality users delivered through native and scrollable carousel ads on the InMobi network. This, combined with their dedicated consultative account management team, makes InMobi our top mobile UA partner"

– Bastian Purrer, CEO, LYKE