

Case Study: AUTODOC (Auto E-commerce)



Who?

AUTODOC - Automobile Ecommerce
GEO - Germany



Advertiser
app url

How?

Campaign targeted Automobile web content and intent pages only, where audiences were researching specific auto products. Also extended reach by targeting apps with similar features across multiple DSP's.



Creative

Result

CTR up by 12%
CPC reduced from \$0.35 to \$0.20
CPI decreased from \$3.2 to \$2.5
Avg installs 2500 per day.

ROAS up by 122%

