

# 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%**

