

Lamoda boosts app profitability with Criteo in-app performance marketing.



The display results

 **64%**

Additional revenue brought to Lamoda by Criteo in-app vs Criteo Display only

 **+83%**

Conversion rate vs. Desktop ads*

With nearly 2M active customers, Lamoda is the largest Russian online fashion retailer, working with about 1000 brands.



After investing a lot in download campaigns, we weren't getting the retention or conversion rates we wanted. Criteo in-app retargeting allowed us to improve both these metrics as well as user profitability."

Maria Demushkina, CMO, Lamoda

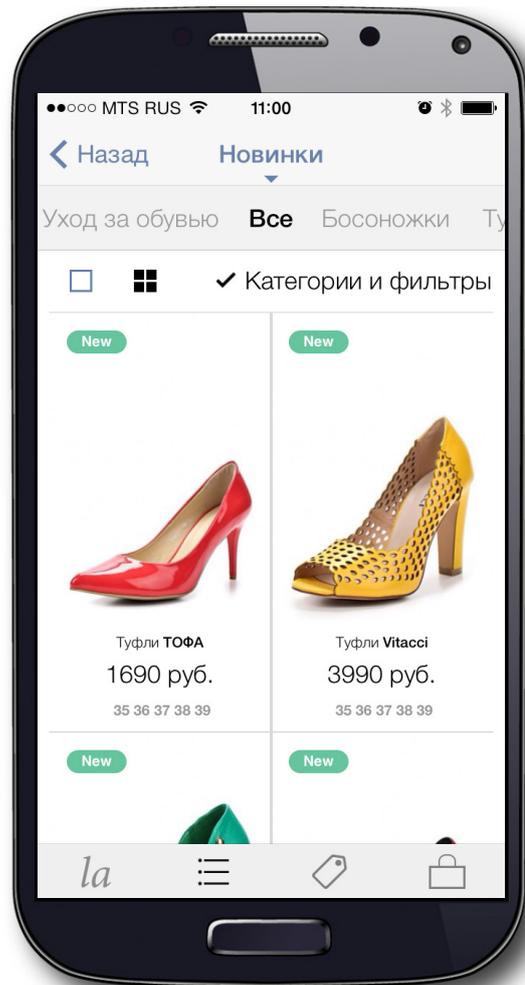
The challenge

Like many of the most successful online retailers, Lamoda has invested significantly in downloadable mobile applications as a means to drive user activity. But it has found that downloads alone aren't enough to make its mobile and tablet applications profitable.

Like many advertisers, Lamoda found that users who downloaded the app would often become inactive after a few months or weeks. The company needed a way to revive and sustain app use among these high-value customers to improve ROI from its technology investment.

The solution

Using its industry-leading in-app performance marketing technology, Criteo enabled Lamoda to re-engage lapsed users who had downloaded the Lamoda mobile app with highly relevant, customized messages based on their past browsing behaviors. Ads were served across a variety of relevant mobile apps to rekindle interest in Lamoda products.



Results*

Thanks to Criteo in-app performance marketing, Lamoda is able to reactivate and drive conversions from valuable users of its application, reaching buyers untapped by other advertising channels. Its in-app campaigns generate significant conversion volumes and high basket values.

- ▶ High conversion rate: +83% vs that of desktop
- ▶ Criteo In-app generated 64% incremental revenue vs Criteo Display only

* source: Criteo, September 1st - September 22nd, 2014