



AppSamurai
"Your App on the Spotlight"

Migros CaseStudy

Success story via SMART
ad campaigns

About

Migros Loyalty App is a startup project of Migros, the pioneer of organized retailing in Turkey which offers spacious stores in a wide range of formats and locations to satisfy the shopping needs of its customers.

Migros became an App Samurai customer to increase its app downloads via our smart ad campaigns.



Customer

Migros

Date

Sep 12,2016 - Nov 7,2016

Tracking Tool

Adjust

Country

TR

Advertising Platform

App Samurai Dashboard

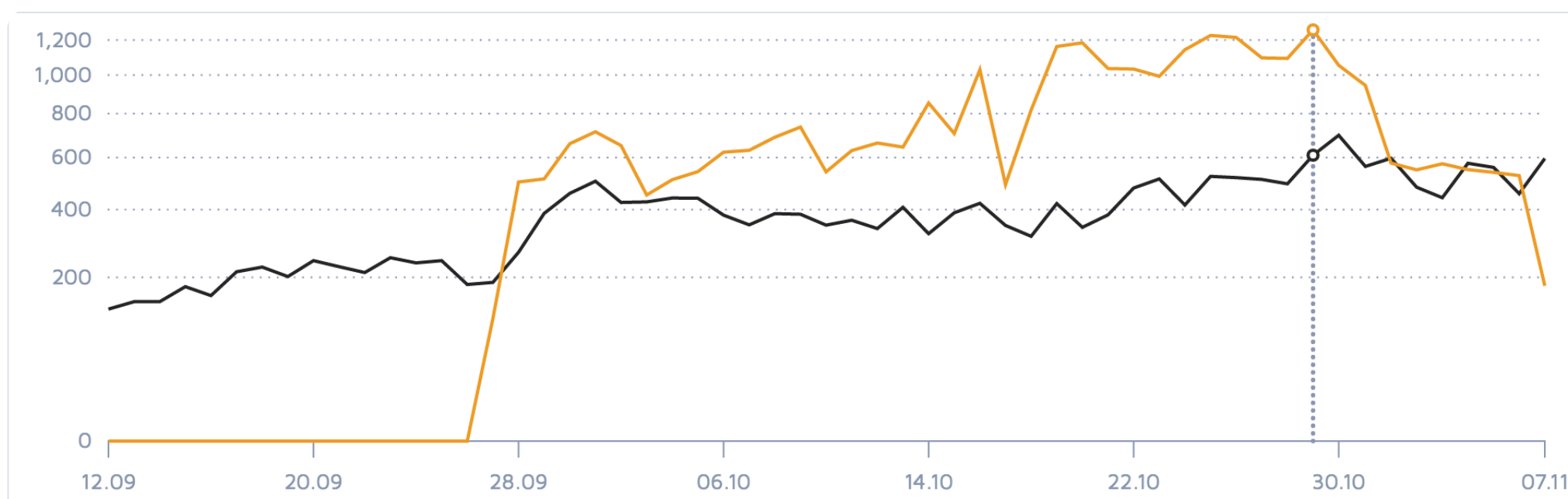
Installs

31,640

Platform

iOS

Organic Uplift with App Samurai Campaign



Organic | 610

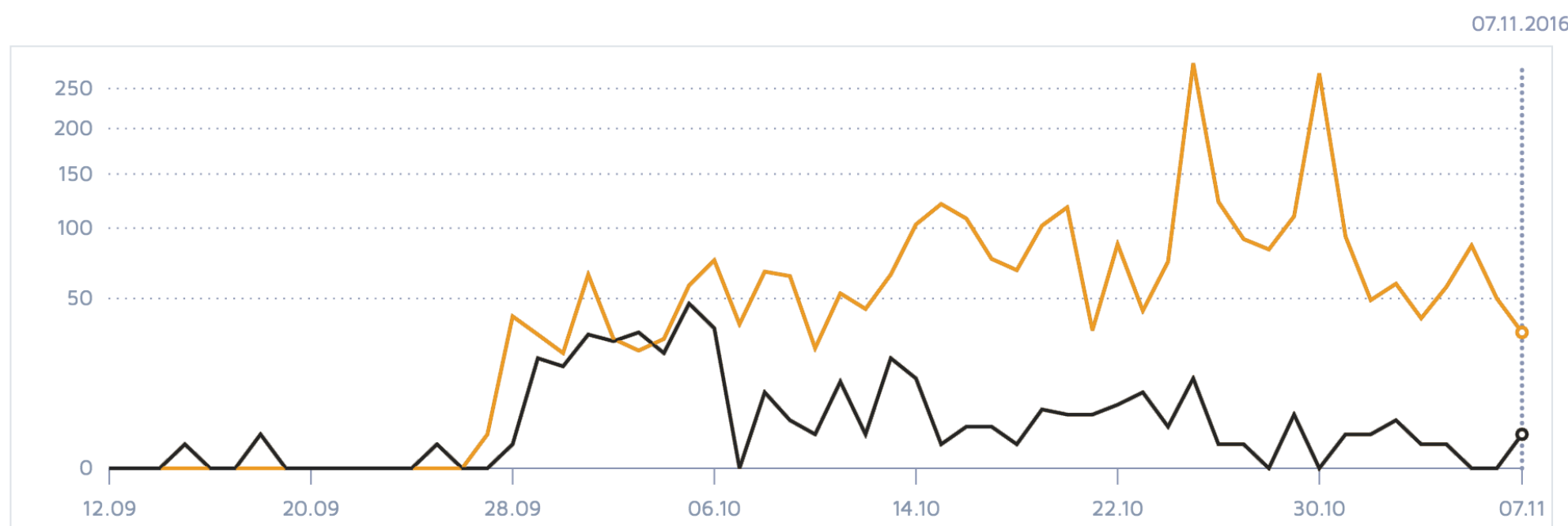
App Samurai | 1,262

High correlation with almost 50% organic uplift effect.



Registration Rate

App Samurai vs Other Paid Channel



Other Paid Chanel | 4,1%

App Samurai | 9,7%

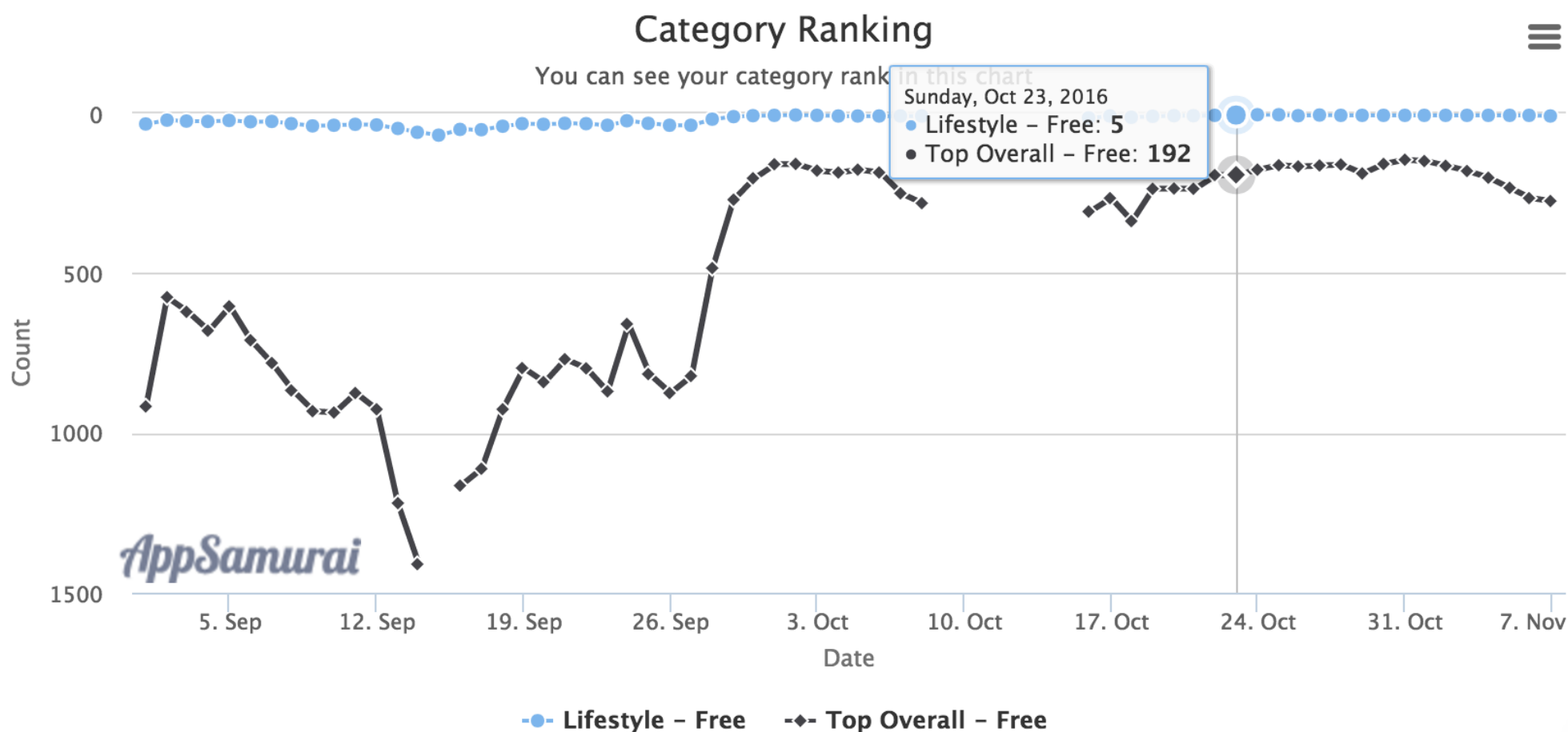
Install to Registration Rate

App Samurai: 9,7%

Other Paid Channel: 4,1%



Increase in Category Ranking



Ranking Increased from 37 to Top 5 in Lifestyle

App Samurai

"Your App on the Spotlight"

App Samurai is a self-service mobile advertising tool for startups. It's really easy to create, manage, and measure ad campaigns in order to acquire qualified users for your app.

