

# **CASE STUDY - DOWNLOADS**

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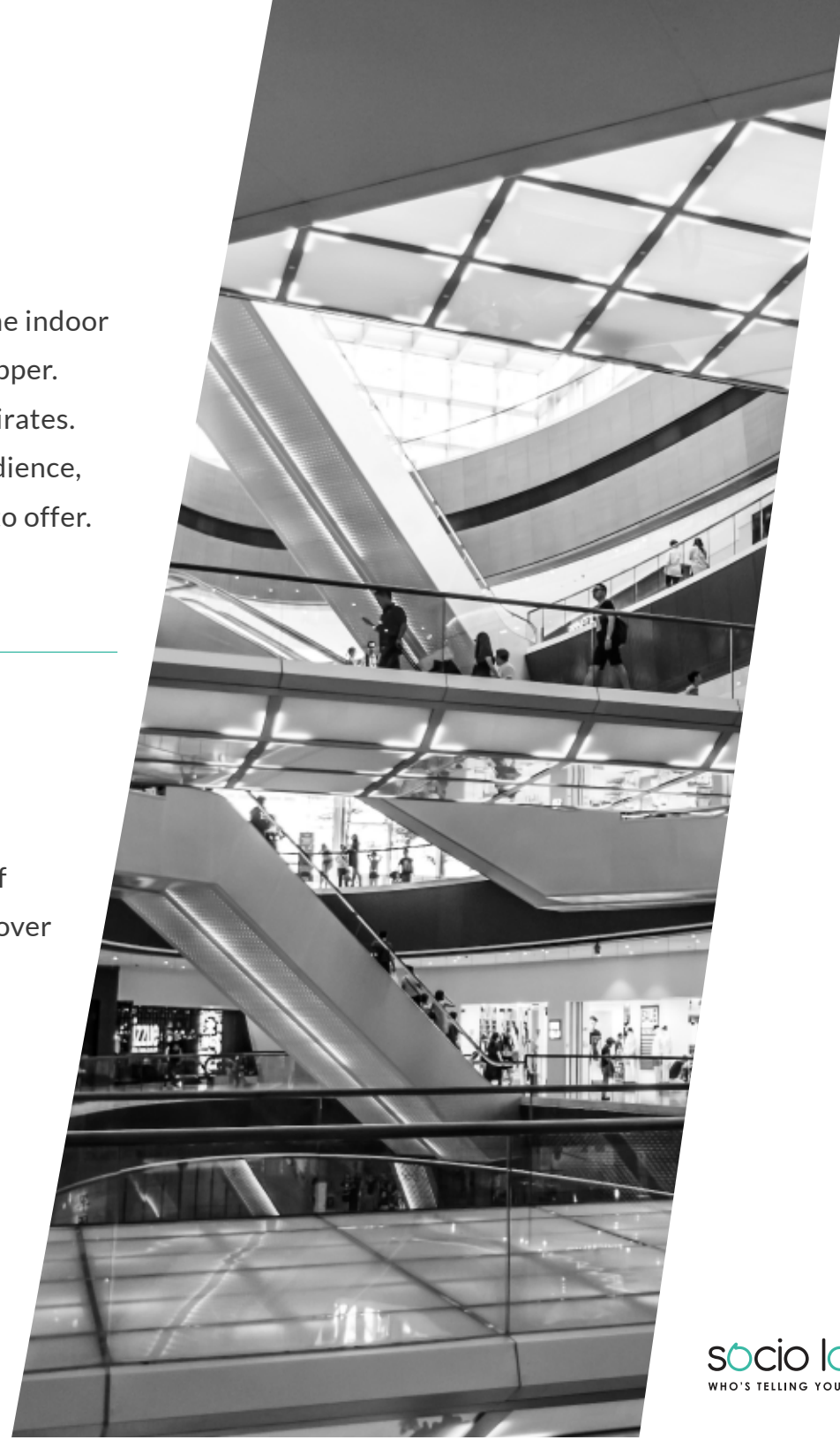
## NAVWEI:

### About the client

Catering to the biggest shopping hub in the world: Dubai. Navwei, the indoor shopping app, poses as an efficient, fast and smart app for every shopper. Now they are spreading the wings to the rest of the United Arab Emirates. Navwei looked at creating a one stop destination for their target audience, for planning, locationing and discovering everything each store has to offer.

## CURRENT PLACEMENT:

Navwei is here to enhance the shopping experience of the millions of tourists visiting the UAE and the people of the UAE. With listings in over 10 malls with 3,600+ stores on-board.



## OBJECTIVE:

App downloads

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## STRATEGY:

In order to increase the number of app downloads, we displayed ads across the two most widely used platforms and their channels. We put together an informative video app guide, to give the audience a sneak peak into the apps' functionality.



## PLATFORMS:

To drive the maximum number of downloads while also utilizing the most of out of the budget we used:

1. Facebook
  2. Google
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## TARGET AUDIENCE:

**Locations** - United Arab Emirates: Abu Dhabi; Dubai

**Age** - 13 to 60

**Gender** - All Genders

**Interests** - Shop, Mall of the Emirates, Boutiques, Discount shops, Shopping, Shopping centres, The Dubai Mall

## BUDGET ALLOCATION:

Total budget: AED 10,000

Duration: 30 days

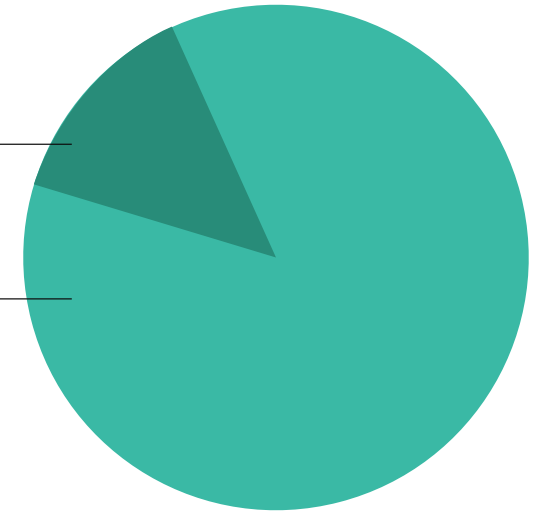
Target: 5,000 downloads.

FACEBOOK

20.0%

GOOGLE ADS

80.0%



## RESULTS:

Within 30 days we achieved our target

### Google Ads

Total Downloads - 4,110

Total Spent - AED 7,705.15

### Facebook Ads

Total Downloads - 1,701

Total Spent - AED 1,843.71



## STRATEGY:

1. The ad was focused on Google Play Store as the Target Audience as per our research had a majority of potential users on the Play Store and not so much on the App Store.
2. Further, between Google Ads and Facebook Ads, Google ads were provided with a larger percentage of the budget primarily because  
A- Google is a more widely used platform  
B- The cost per download of the total budget can be controlled and optimized more efficiently and effectively on this platform.
3. The right time slot and the right Target audience helped us achieve this goal.

## AD CREATIVE:

A video that explains the app and how it can be beneficial for the user was used for the ad

[Click here:](#)

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