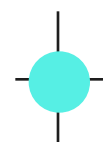




Campaign Type: CPI

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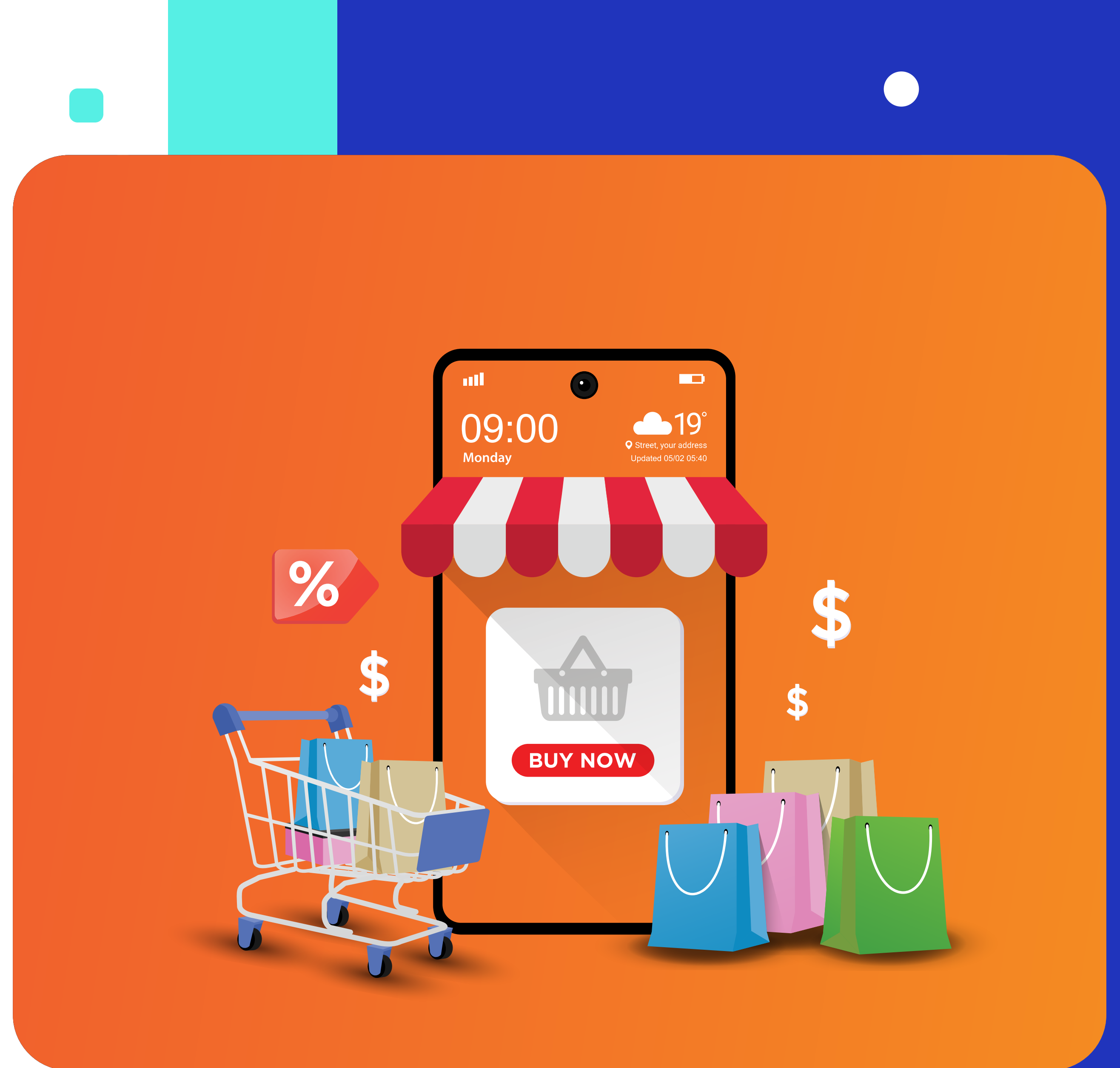
Shopee

Brand Introduction

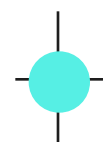
Shopee a leading e-commerce platform across SEA and Taiwan was launched in 2015, it is a platform tailored to provide customers with an easy, secure and fast online shopping experience through strong payment and fulfillment support. Shopee believe in online shopping should be accessible, easy and enjoyable. This is the vision Shopee aspires to deliver on the platform, every single day.



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SHOPEE A LEADING E-COMMERCE PLATFORM



Shopee

Campaign Objectives

Being a popular e-commerce platform Shopee wanted to:



Increase
App Installs



Increase
User Retention



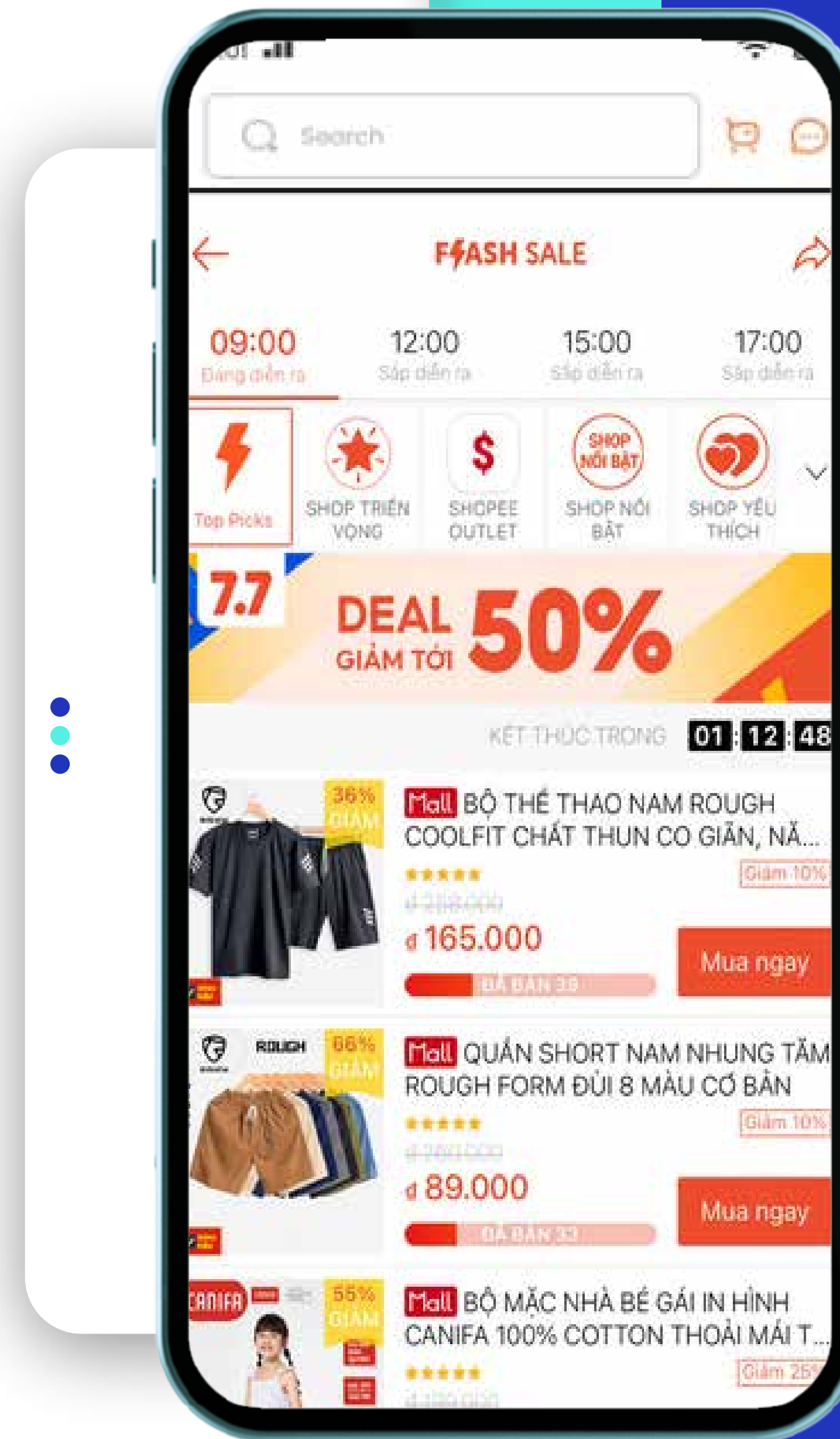
Maintain brand
hygiene at less
than 5%



Maintain Registration
Rate



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SHOPEE A LEADING E-COMMERCE PLATFORM



Shopee

Campaign Strategy

Shopee wanted to increase the installs as well as the user retention on the app so the brand targeted the following audience segment using it's AI/ML enabled platform:



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 **Shopee**

Targeting (Vietnam):

 18-45+ of Age
(Male & Female)

 Smartphone
Users

Audience segments:

 Students

 Employees

 Housewives

Placements:

 In-App

Attributes:

 Banner Ads

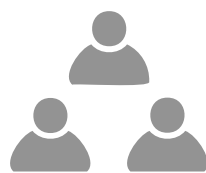


How We Executed

Our proprietary AI/ML platform with its data-driven insights helped in a successful campaign execution, via:

AUDIENCE SEGMENTATION

With the help of our innovative DMP, we targeted a lookalike audience who shop online & avoided overlapping of Audience.



USER ACQUISITION AND RETENTION

Using insights from our DMP and third party data sets we targeted users who did not have Shopee yet which resulted in a higher conversion rate.



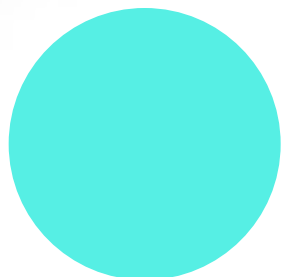
TARGETED PLACEMENTS

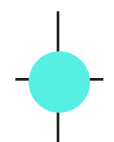
To increase new registrations and acquire interested audience, users were fully engaged via creative placements across In-App.



BRAND SAFETY

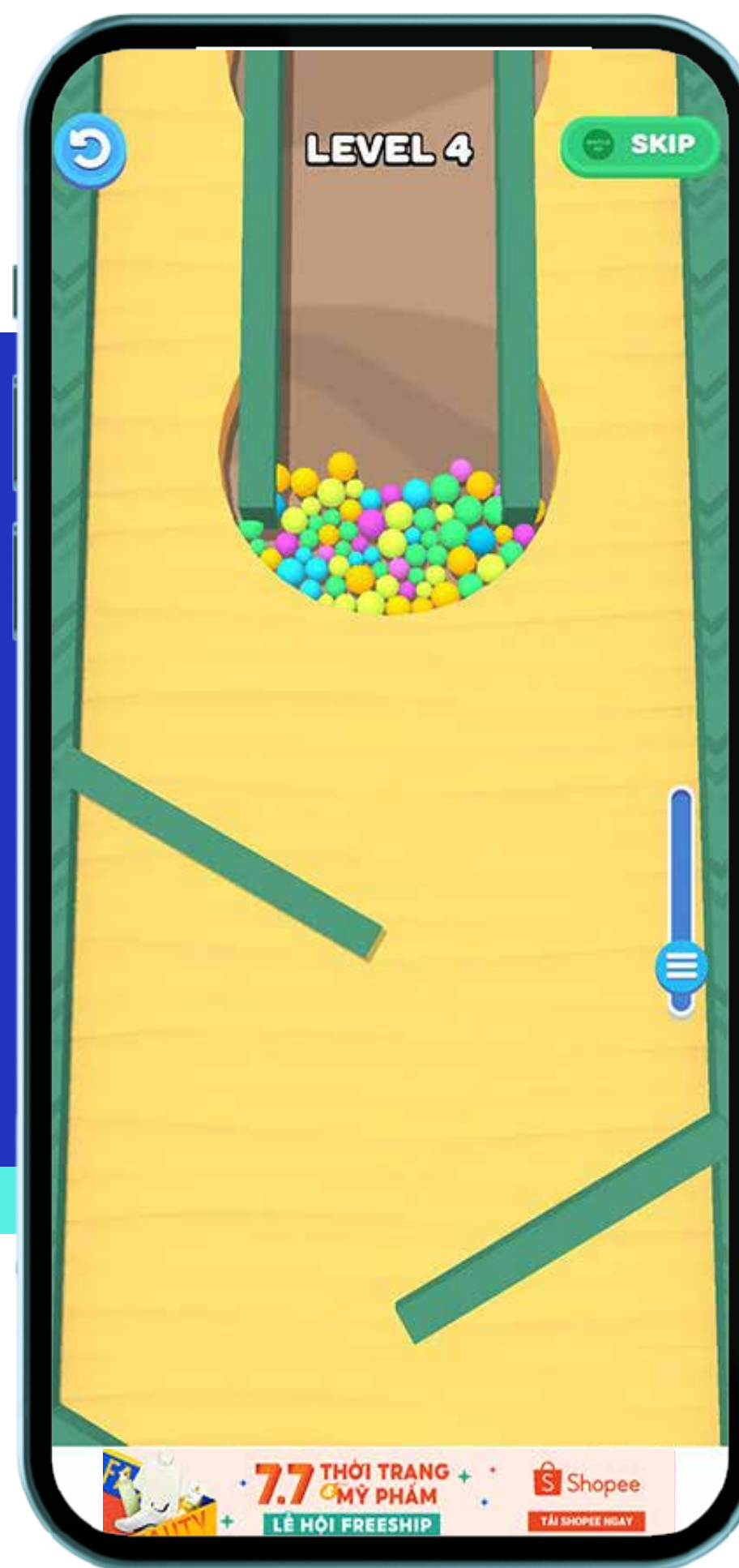
Integrated with Appsflyer to enable Protect 360 which detects and eliminates fraud before it reaches advertisers that helps brand optimize their ad-spent & improve the ROI of the campaign.





Shopee

Campaign Screenshots

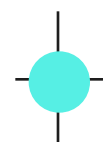


SHOPEE A LEADING
E-COMMERCE PLATFORM



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Results

During the CPI Campaign, Shopee was successfully able to achieve.

1.2M+
REACH

55K+
INSTALLS

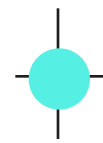
17K +
REGISTER

79K +
ORDER PLACED

SHOPEE APP

SHOPEE A LEADING E-COMMERCE PLATFORM





Shopee

About Applabs

At Applabs, we let advertisers connect to their audience through OEM & Premium Mobile Apps to make an impact and drive results. Our technology fine-tunes the campaigns to ensure the desired user journey to achieve the KPIs at reasonable price point.



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Thank You

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