

Case Study

THREE-STAGE CAMPAIGN FOR THE MIGROS APP "SHOP AND SAVE"

Numerous customers use the "Shop and Save" app of Migros, which makes the shopping experience more pleasant: The app enables cashless payments in the stores, the creation of digital shopping lists and insight into their Cumulus points balance. Migros also launched digital stamp cards that can be activated in the app and that increase the frequency of in-store shopping.

To get even more customers interested in the app and its content, Migros is working with Webrepublic to set up a multi-level app campaign. This campaign is encouraging with very low costs per installation and, thanks to the Google algorithm, addressing exactly the right users: Within just one week, over 7,000 in-app actions took place.

INITIAL POSITION

With content such as promotions in the stores, the personal Cumulus points balance, or digital stamp cards, Migros has been making the shopping experience of its customers increasingly practical with the "Shop and Save" app since 2014. Migros now wants to expand the existing user base and simultaneously promote interaction with the app's content, especially the new digital stamp cards.

GOALS

- ★ Increase app installations, in-app actions, and app engagement
- ★ Reduce cost per installation (CPI) and cost per action (CPA)

MEASURES

To address a broad target group of Android and iOS users, Google App Campaigns are a good choice thanks to their extensive inventory. Webrepublic builds the campaign according to best practice: With the app campaigns, users are presented with text, picture, video, and HTML5 announcements in three steps.

App installations: The first phase of the app campaign aims to expand the user base. Potential users are encouraged to install the app.

Webrepublic continuously analyzes individual advertising media. poorly performing advertising media are paused to lower the CPI.



Ads for advertising the app



In-App actions:

In a second step, the campaign aims to generate high-quality installations to increase interaction with the app.

The Google algorithm decides which users are most likely to execute an in-app action and plays the ads accordingly. Examples of in-app actions are linking their personal Cumulus account or adding a promotional item to their personal shopping list.



Ads that promote interaction

App engagement: The third step of the campaign increases the value of the created user base: The users gained from steps 1 and 2 are presented with specific content in the third phase. A digital stamp card encourages users to shop more frequently at Migros, thus increasing the frequency of purchases in the stores.



Ads to activate the users



RESULTS

- ★ App installations: 32% increase in installations compared to the same period last year. 49% lower CPI than the target CPI.
- ★ In-app actions: 29% more in-app actions (such as linking their Cumulus account to the app) in June 2020 than in the period before the campaign launch.
- ★ App engagement: 38% more in-app actions (such as activating the Cumulus Stamp Card) in the first two weeks after campaign launch compared to the same period last year.



“The use of Google App Campaigns enabled us to advertise the Migros App on a broad basis, tailored to the customer's needs. With a staggered go-live of the various formats, we developed a strategically sensible campaign that shines with very efficient results.

DOMINIK PLÜSS, Consultant SEA, Project Lead Webrepublic

“The increase in downloads we saw as the Google campaign gained momentum was amazing. And all this at a record-breakingly low cost per install. The testing of assets and the regular performance updates contributed significantly to this success.”

PATRICK BLUM, Project Manager Digital Media, Migros

