



23 000 first orders

AdQuantum generated 23 000 first orders for the food-delivery app (Delivery Club) during first 6 months of collaboration, beating the target by 24%



"AdQuantum has a highly qualified team and their extensive experience in acquiring good quality traffic helped us to increase our customer base and sustain growth. Their creative approach and constant strive to find new ways to boost our campaigns ended up in really impressive conversion rates and we managed to reach incredible results. We hope for long-term cooperation with AdQuantum in the future!"

— Oleg Khaustov, Marketing Director, Delivery Club



Background

4M+

Monthly users

120+

Cities

10M+

Installs

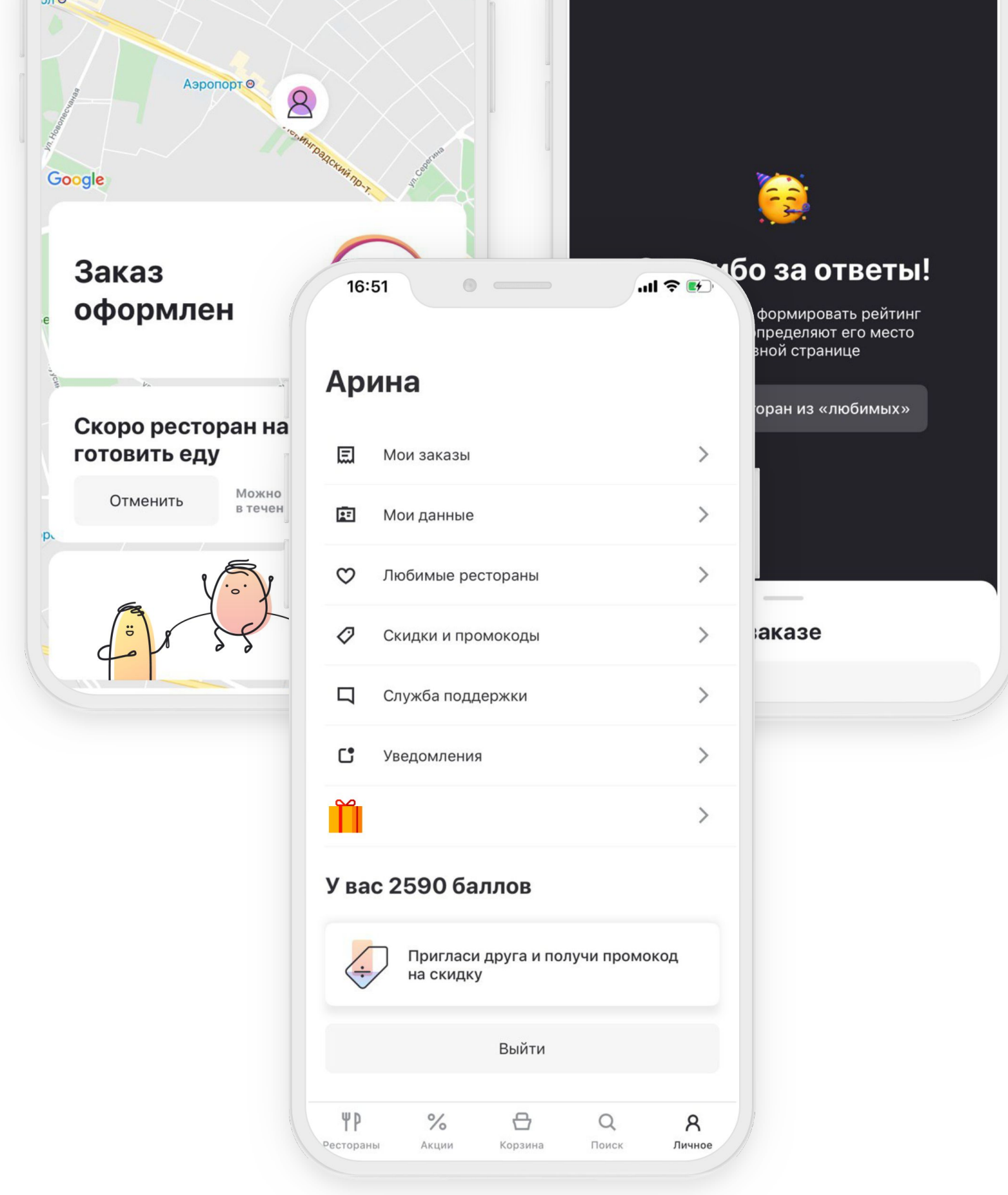
50k+

Purchases per day

15M+

Monthly revenue

Delivery Club is the leader of the food-tech industry in Russia. The service is available in 120 Russian cities and starting from 15 orders a day, the company managed to reach up to 50k orders a day. Such tremendous growth was driven by their initial goal to make people's lives easier, providing the best food delivery service in the country. In addition to investments, Deliver Club strengthened the team, introduced new tools and implemented marketing activities in order to attract new customers. AdQuantum is one of DC's partners that contributes to improving business efficiency



Goals



Target specific geographic locations



Increase the number of new users



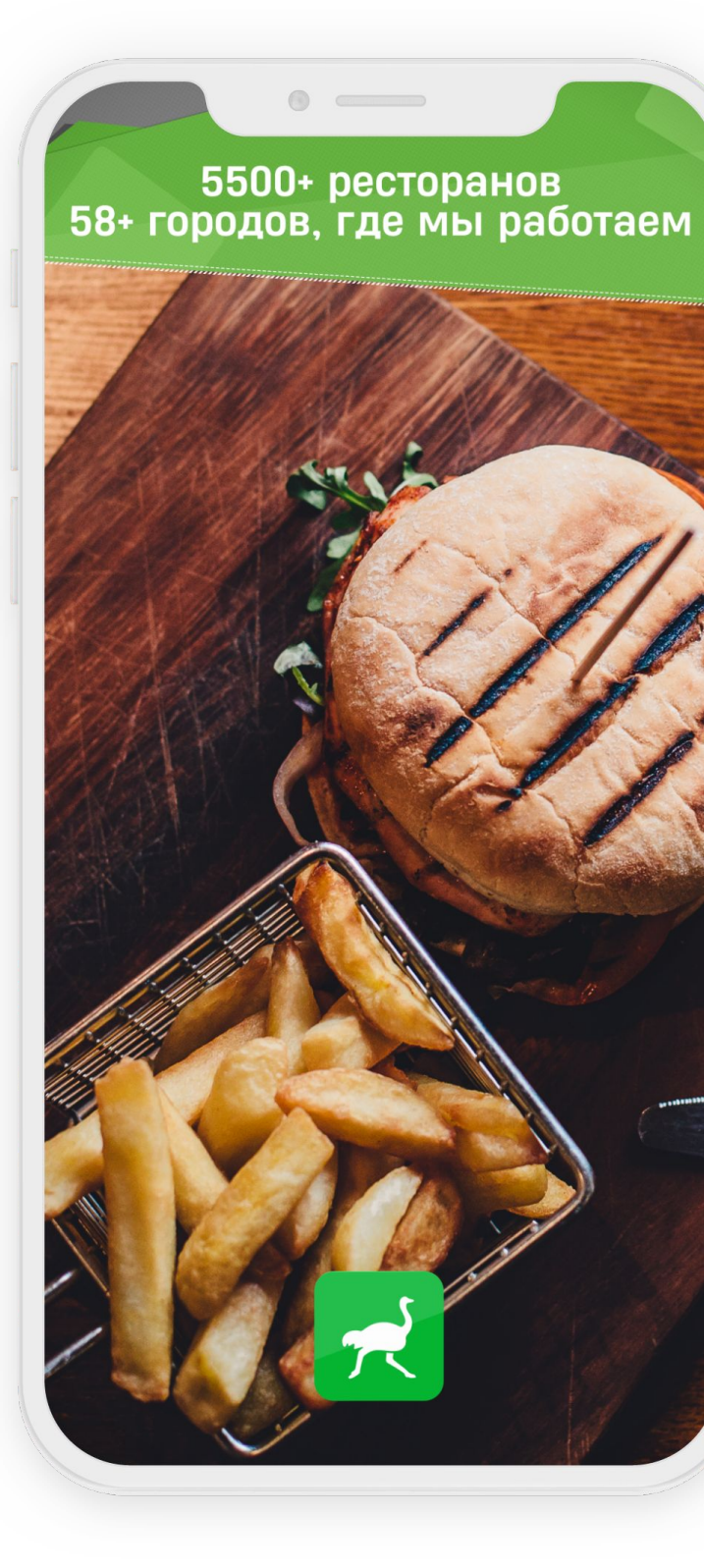
Increase the number of paying users

Strategy

We started driving traffic in a CPA model with a limited budget in July 2018. First tests were run to discover the initial performance and define the best creatives

1. A/B creatives testing

We used dozens of different approaches, testing hundreds of different creatives



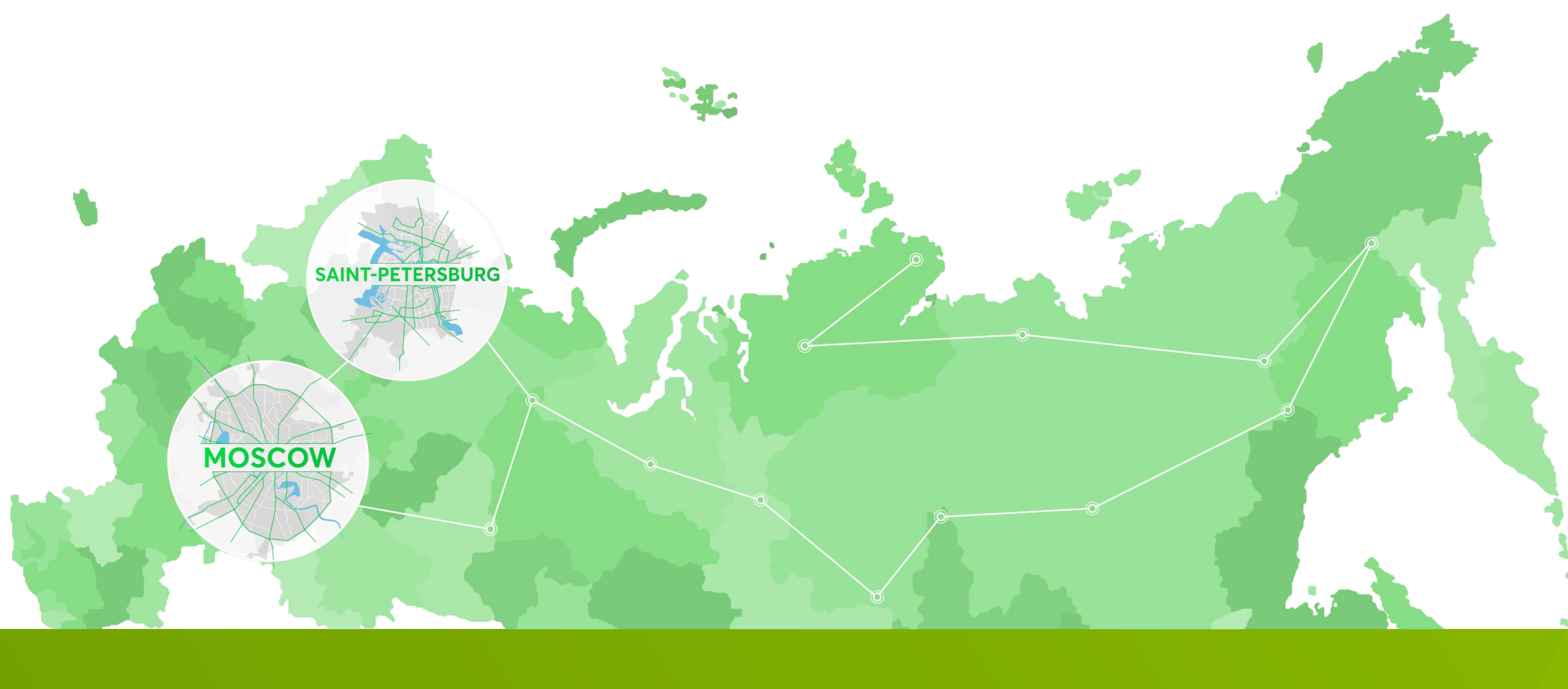
2. Unboxing videos

We started from basic ways in our creative strategy, and after a few tests, we discovered the right approach to the target audience - that was high-quality unboxing-videos shot by our team. That was an amazing process ending with us eating delicious food



3. Geotargeting

We scaled volumes with the best creatives in target locations



Results

23k*

first orders

1.97%*

AVG CTR

19%*

Conversion Rate from installing to the first order for Facebook ads

24%

overachievement of KPI

*within 6 months on traffic acquired by AQ

Contact us!

You too can benefit from a preferred outsourced traffic partner and increase your revenue by talking to one of our specialists at AdQuantum

Get started