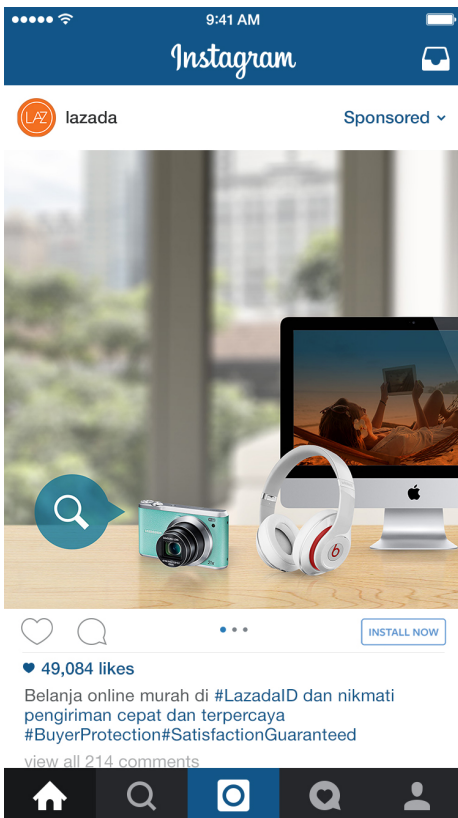




# Pairing Up New Products

The online retailer teamed Instagram Marquee carousel ads with self-serve mobile app install ads to drive a 6.5% lift in in-app purchases.



people reached



lift in ad recall



increase in in-app purchases in one month

## STORY

### A one-stop shop

Online shopping and selling destination Lazada connects shoppers and retailers, and its mobile app caters to the boom in mobile commerce in Southeast Asia. Around five million people across six Southeast Asian countries turn to Lazada every day to buy everything from electronic gadgets and toys to fashion and sports equipment.

## GOAL

### Teaming up

Lazada was already advertising on Facebook. When Instagram's Marquee option and self-serve ads became available in Asia, it wanted to find out if running a parallel Instagram campaign could help boost brand-related metrics and sales online and through its mobile app.

## SOLUTION

### Tempting options

Targeting both men and women above the age of 18 in Indonesia, Lazada complemented its Facebook ads with a one month Instagram campaign.

It used Marquee to gain mass exposure of its carousel ads in a single day, showcasing multiple products and offers while driving brand awareness. Lazada got creative with the format by placing images in a sequence to form an enticing panoramic shot of the products artfully arranged side by side.

It then shared mobile app install ads in the following weeks, capitalizing on the awareness gained through Marquee. The ads inspired people visually with a variety of tempting product shots to drive downloads of the mobile shopping app.

Over the campaign period, Lazada reached its audience on Instagram and boosted in-app purchases by 6.5%. Running ads across both Facebook and Instagram helped the brand stay top-of-mind and achieve a 20-point lift in ad recall on Instagram.

“With Instagram, we're excited to engage with the young and connected generation in a new visual, social and mobile way. It's a compelling platform that helps us share Lazada's effortless shopping experience with more potential mobile shoppers.”

Aurelien Pallain  
EVP Marketing  
Lazada Group