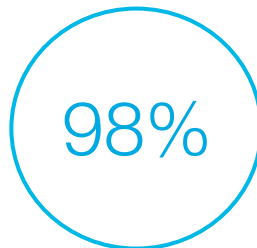
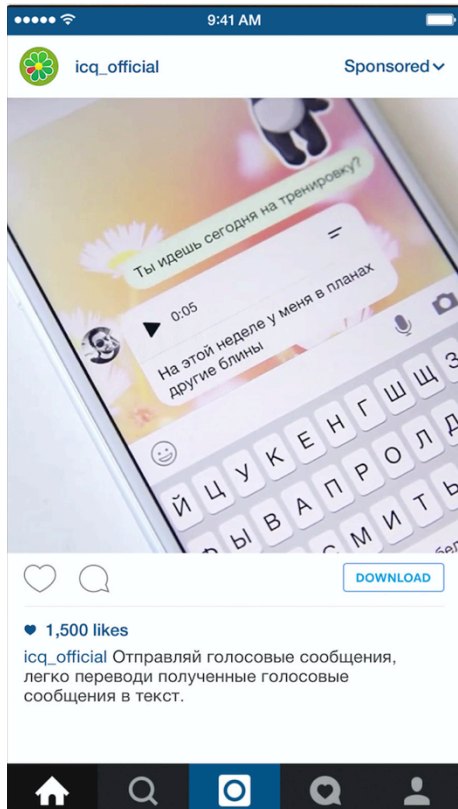


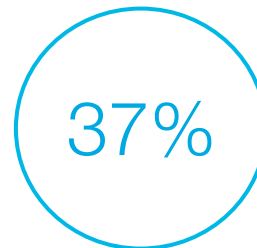


## Sending The Right Message

Instagram worked with messaging app, ICQ, to increase user acquisition and showcase all the different ways the app lets you keep in touch with friends and loved ones



Lower cost-per-install on video ads compared to photo ads



Lower cost-per-mille on video ads compared to photo ads



increase in organic traffic

### STORY

#### Our type of message

Keep in touch with friends, family and everyone you love with this awesome app. ICQ lets you use video calls, join group chats, and send voice messages, photos, videos and other files instantly. And you can do it all from your mobile or desktop.

### GOAL

#### Keeping in touch

ICQ wanted to increase its brand awareness amongst its target audience in Russia and the Commonwealth of Independent States, and build user acquisition. It also wanted to test and learn with the new performance objectives available on Instagram.

### SOLUTION

#### Clear, concise, fun

ICQ created photo and video ads, with the image ads taking a more direct messaging approach, while the videos focused on in app features. "Instagram's active users are young people that always have their mobile phone with them. So as soon as we got an opportunity to reach this audience, we took it," says Oleg Danilov, Head of Marketing and Business Development at ICQ.

"Instagram is a great platform for video ads. It allows to reach an active mobile audience. And the ads look very native, which so many other advertising platforms fail to achieve," says Yuri Gurski, ICQ's Vice President of New Product Development. In one week, ICQ reached 5.6 million young Instagrammers across Russia and CIS that live on mobile – the perfect audience.

The clear messaging and fun, colourful imagery that showcased the app proved a success. The ads, which ran over four weeks, generated a 159% increase in organic traffic, while the video ads showing the apps functionality proved more compelling, with 98% lower CPI compared to the image ads, and a 37% lower CPM.

“ We spent a lot of time preparing for our first Instagram campaign as we wanted something very creative and visual. But after running a few experiments, we found out that the simple approach to our banner and video ads works best. Videos that simply showcase the features of our app have the best results and are well received by Instagram users. This revised approach helped us significantly increase our campaign effectiveness. ”

Anel Yerzhanova  
Brand Manager  
ICQ