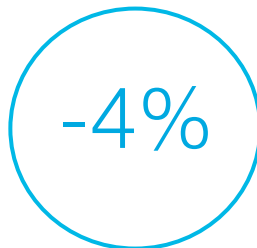
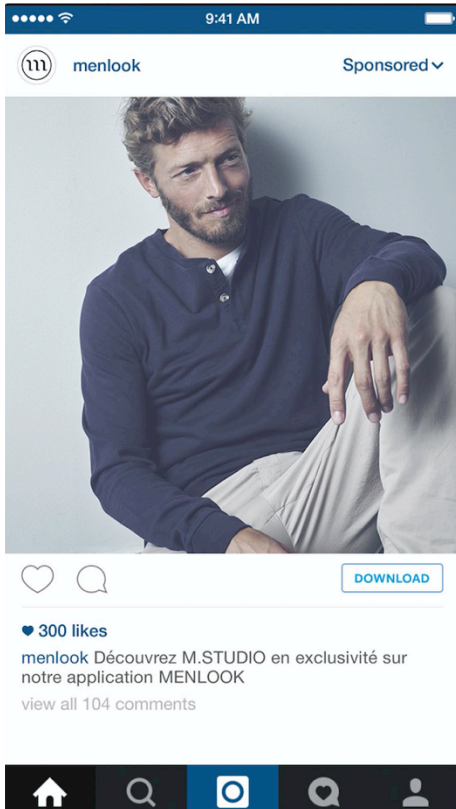




New App, Fresh Style

This innovative French men's fashion app used stylized photos and Instagram targeting to re-launch with a series of hyper-cool mobile app install ads.



decrease in cost-per-install



decrease in cost-per-purchase



increase in return-on-Ad-spend (ROAS)

STORY

Style at your fingertips

Menlook's team of style experts seeks out the very best men's fashion for their customers. New brands, designers and collections are scrutinized to ensure customers get access to only the coolest clothes. And this attention to detail continues in the company's innovative app and advertising.

GOAL

Get the look

Menlook wanted to increase mobile app installs and increase sales, as well as continue its drive for innovation by becoming one of the first French brands to use mobile app install ads on Instagram.

SOLUTION

Clothes make the man

When Menlook wanted to increase mobile app installs and conversions, it used rich, stylish photos which it created specifically for Instagram.

By combining slick, editorialised choice of images with targeting including male, 18-44, with an interest in similar brands, Lookalike Audiences and Custom Audiences, Menlook was able to achieve a 3.5pt lift on return on investment, and a 4% decrease in cost per install. Menlook also employed the 'Download' function to further drive installs.

As a result, Menlook will be using the Instagram platform to promote the launch of its app in both the UK and Germany in 2016.

“Instagram has always been a very important platform for fashion. Being one of the first advertisers in France to use this platform to promote our app was a great opportunity for our brand. We have generated thousands of installs with a very competitive cost per install and those users are now very engaged with our app. They generate a higher than average basket and a very good repeat rate vs our other channels.

David Nedzela
CMO
Menlook