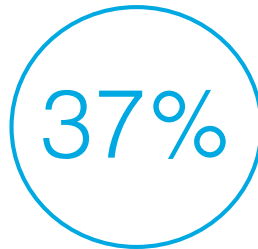
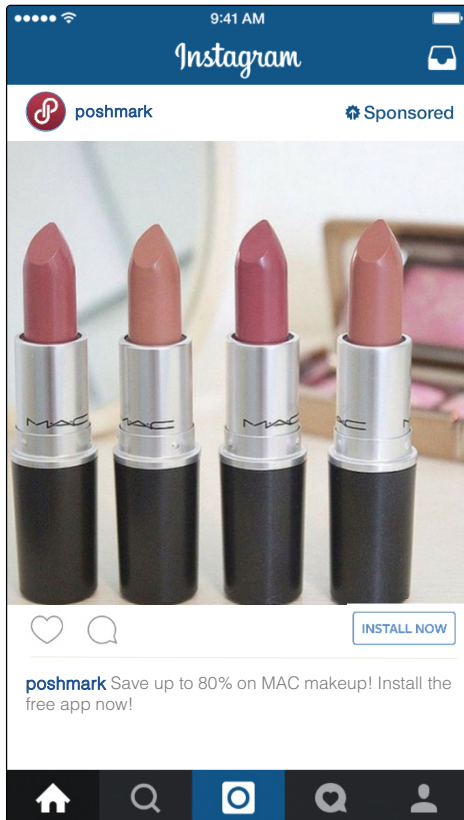


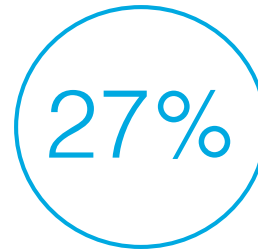


# An Appetite for Fashion

A fashion-focused e-commerce site nearly doubled its campaign app install goal by running an Instagram mobile app install ad campaign featuring popular brand-named apparel at discounted prices.



increase in app installs\*



decrease in ad costs\*



increase in their campaign objective\*

## STORY

### Bridging buyers and sellers

Poshmark is a fashion e-commerce site where millions of women come to buy, sell and share their style. Its free mobile app allows users to list an item for sale in less than 60 seconds and shop from more than 5,000 brands at prices up to 70% off retail.

## GOAL

### Driving mobile app installs

Poshmark wanted to increase app installs by 20% among women, in order to widen its community of active buyers and sellers.

## SOLUTION

### Appealing to valued fashionistas

Poshmark used the power of brand names to appeal to women through a series of mobile app install ads over the course of six weeks. The fashion e-commerce site developed image ads using crisp photographs of products on clear backgrounds and enticing copy it knew would be engaging to its Instagram community, based on customer engagement with organic posts featuring similar content. Thanks to additional learnings from a tandem ad campaign on Facebook, Poshmark featured brands on Instagram that were proving popular on Facebook.

With their campaign, Poshmark not only surpassed its goal of increasing app installs by 20%—they increased by 37%—but did so in a very efficient way, lowering its advertising costs by 27%.

\*Based on Instagram and Facebook campaigns only

“  
*Our initial results for Instagram mobile ads were so promising that this platform has quickly become a key part of Poshmark's growth strategy moving forward.*  
 ”

Preston Lee  
 Sr. Marketing Manager  
 Poshmark