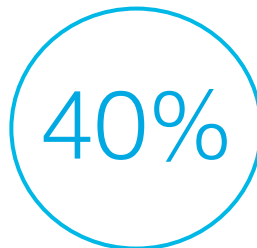
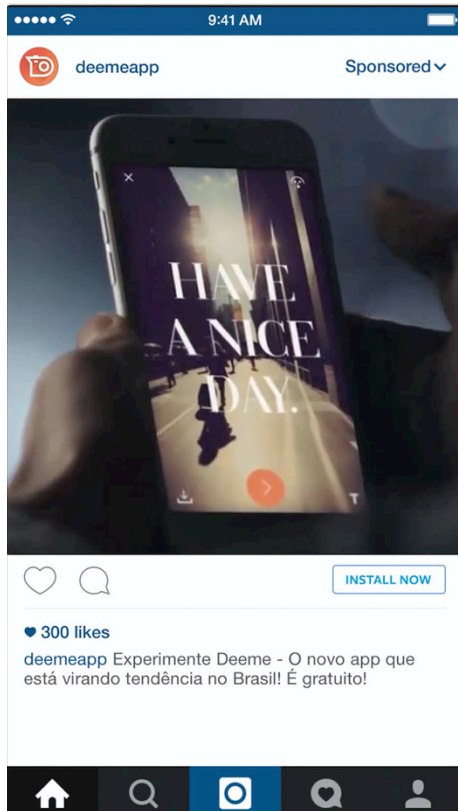


# DeeMe

## Getting The Message Across

Instagram was the perfect match for new messaging app DeeMe, providing a ready-made audience of social, visually-driven users.



decrease in cost per conversion (CPC)



DeeMe's number one channel for return on investment

### STORY

#### Our type of message

We all love to exchange messages with our friends and we all love imagery. That's why founders Frode, Mindaugas, Morten and Kenneth decided to blend chat with amazing images and beautiful typography to create a new kind of messaging app.

### GOAL

#### Building buzz

As a new-to-market app, DeeMe needed to create buzz, spreading the word and building its user base far and wide.

“

We've experienced great results with Instagram Ads from day one. It's a great fit for DeeMe when it comes to engaging potential users for our app. Right now, Instagram is the channel where we get the best return on ad spend.

”

Kenneth Rasmus Greve  
Co-founder  
DeeMe

### SOLUTION

#### Bem vindo ao Brasil!

DeeMe worked with agency Neolab by Knowit to gain traction in the global marketplace. Knowing that its app appealed to people who are social and love sharing images, Instagram was the ideal place to start. As soon as Instagram Ads launched, the team was ready to test them out – Brazil, a key market where DeeMe had already gained some traction, was the first market to crack.

Relevant, quality content was important to the campaign's success. “We make sure we only publish content that respects the Instagram user experience,” explained Kenneth. Using a combination of laser sharp demographic and interest targeting and optimization, DeeMe was able to increase its user base at a significantly lower cost per conversion, compared to other channels.