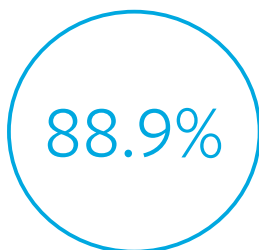
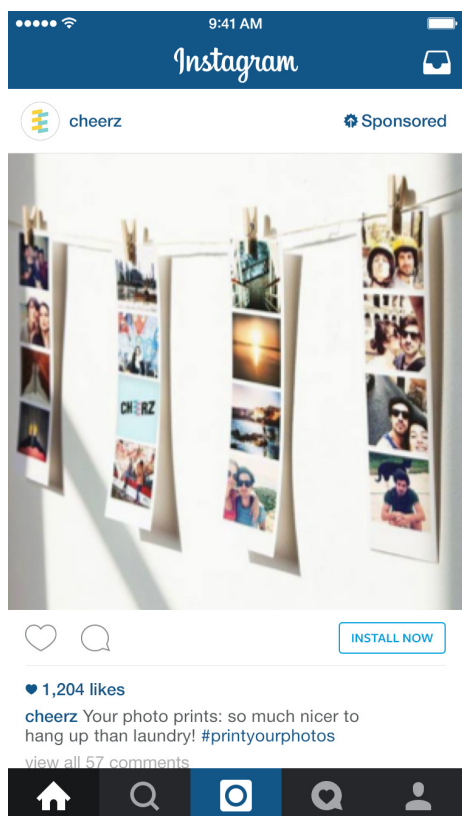


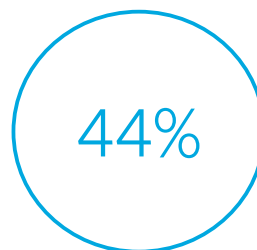


Picture Perfect

French photo printing app, Cheerz, has already had success with a branding campaign on Instagram, and they have now become one of the first brands to run a successful DR campaign.



Lift in conversion
in the UK



Decrease in the CPI
in the UK

STORY

Image conscious

The company formerly known as Polabox loves digital images, but they also know the value of an actual bone-fide physical picture. So whether it's on your own wall or framed and sent to a loved one, Cheerz is the app that lets you bring your fondest memories to life.

GOAL

Capture the world

Cheerz wanted to generate incremental mobile app installs (on top of on-going Facebook campaigns) and continue learning on Instagram after a successful branding campaign.

SOLUTION

Pictures, people and memories

Cheerz is a brand that makes every day exceptional. Cheerz lets customers easily print their mobile phone pictures as original formats such as Polaroids, Posters, or Magnets.

Knowing the importance of a strong mobile presence, Cheerz used eye-catching video creative and Facebook's Lookalike Audiences to target 20-34 year-old urban women, who are image-makers and have indicated an interest in design. The campaign ran during the summer, which is a strategic time period and aimed to capitalize on the high volume of images associated with holidays.

The thumb-stopping creative focused on the product itself – printed, personal images – and positioned it to inspire, delight, and offer inspiration about where you might hang your pictures once they're delivered straight to your door.

“After a successful and interesting branding campaign on Instagram, our first DR campaign resulted in a 44% decrease in CPI for the United Kingdom. We're pleased with the results and we are keen to continue testing and learning with Instagram.”

Maxine Schipman,
Head of Acquisition, Cheerz