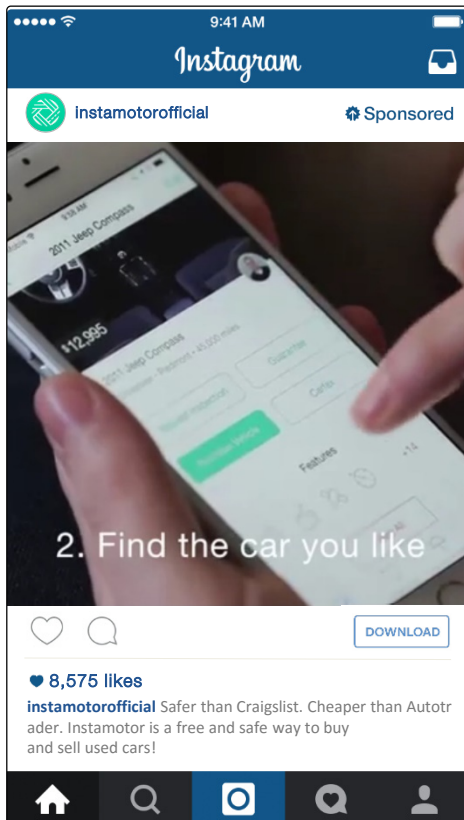


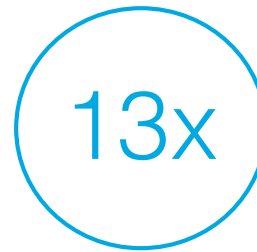


Appealing to Car Buyers and Sellers

A California online marketplace for used cars, Instamotor used photo and video ads aimed at Custom and lookalike audiences to drive downloads of its mobile app, leading to an increase in app installs.



increase in app installs



cheaper cost per install compared to Google AdWords



cheaper cost per view compared to Twitter

STORY

A better way to buy and sell

Instamotor is an online community marketplace for used cars in select California cities—free for both buyers and sellers. The company's mission is to actively protect all participants from common and hard-to-spot scams. Using the Instamotor App and website, users can conveniently list and browse cars, view free Carfax reports, schedule test-drives and transact securely.

GOAL

Driving app installs

By increasing awareness among local Instagram audiences, Instamotor wanted to drive installs economically, and ultimately boost the number of participants in its online marketplace.

SOLUTION

Setting wheels in motion

With the aim of educating people on the benefits of its app, Instamotor used Instagram photo and video ads to show an audience of active car buyers and sellers how its app works and why it makes buying and selling easy and economical.

The company used Instagram's targeting features to reach out to just the right people with its message. It targeted people based on their interests, age and location—people interested in automotive and automotive apps, age 18-60, in California. They also reached specially selected groups of people, by creating Custom Audiences of new and used car buyers, current car owners and more. To broaden reach, Instamotor also created lookalike audiences based on the 10% most active users of the app, to reach people with similar characteristics.

In just three months since launching the campaign in September 2015, Instamotor has seen app installs increase by 19%, while also seeing its cost per install decrease dramatically, as compared to other advertising channels.

“*We've been able to continuously scale our Instagram campaign reach to our target audiences and increase our mobile app installs with a cost per install 13 times cheaper than AdWords, and 1.2 times cheaper than Twitter. Instagram will continue to be a key platform to build brand awareness and drive mobile app installs.*”

Julia Mak
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