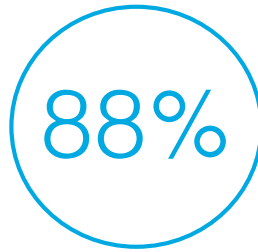
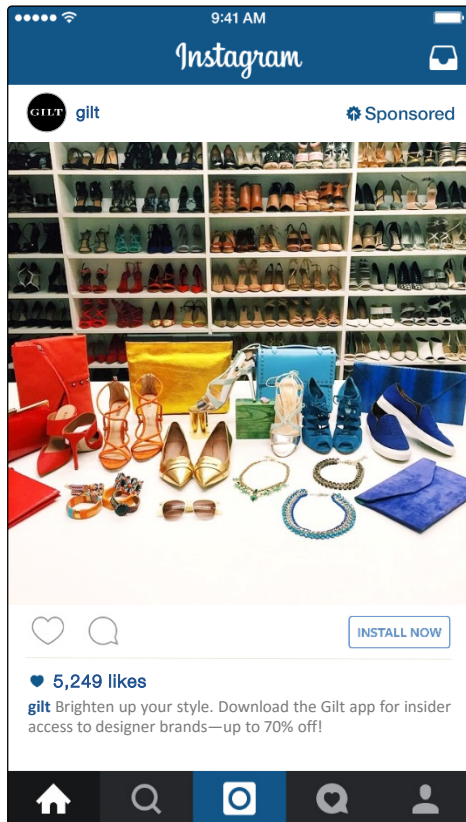


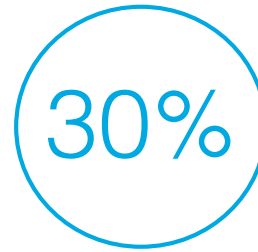
GILT

Driving App Installs in Style

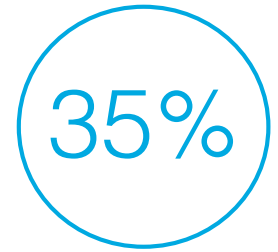
Online shopping retailer, Gilt used Instagram mobile install ads to drive app downloads. By targeting users that exhibited similar characteristics to top customers, Gilt drove a significant lift in app installs in just three weeks.



lift in mobile app installs*



increase in click-through rate**



increase in mobile app purchase conversion rate**

STORY

Delivering designer deals

Gilt is an online shopping destination that sells designer brands at insider prices. Members snag time-sensitive deals online and through their mobile shopping app.

GOAL

Fashion forward mobile app installs

Gilt turned to Instagram's mobile first platform, precise targeting, and mobile app install ads to drive downloads amongst new members.

SOLUTION

Dialing-in deal seekers

Using Instagram's new mobile install ads, Gilt encouraged users to download their app by showcasing designer brands with editorialized imagery. Each ad included the call to action "Install Now," which directed users to the app store.

To ensure their ads reached the right people, Gilt created a Lookalike Audience that targeted prospects with similar attributes as their top customers. This audience excluded current customers and those who already had the app in order to focus on acquiring new members.

After the three-week campaign, Gilt saw a significant increase in mobile app installs. Gilt was able to determine how many incremental installs were generated by using a conversion lift study, where they exposed a test group to the ads and excluded a control group. The result: Instagram's mobile app install ads drove an 88% lift in installs—effectively driving action amongst a completely new customer base.

* Measured using a Conversion Lift study.

**During the three-week campaign; August 6-26, 2015.

“*Instagram's mobile-centric platform is a perfect fit for Gilt. Using rich creative and powerful targeting capabilities, we're excited to continue inspiring audiences and driving actions like mobile app installs.*”

Jessica Mann
Senior Manager
Gilt