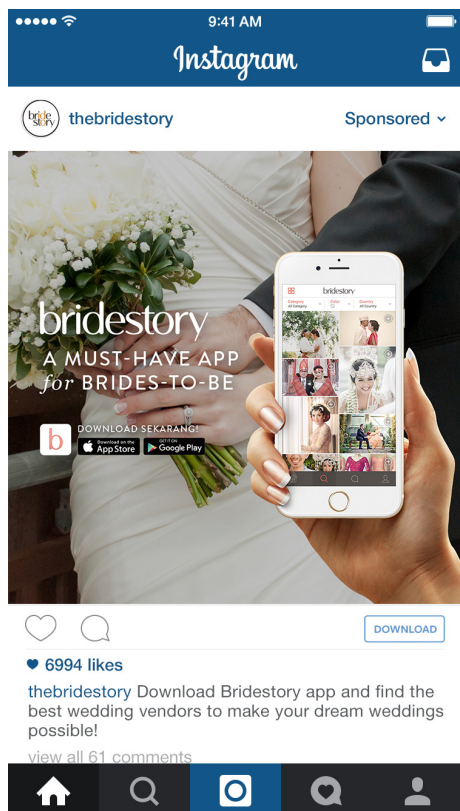


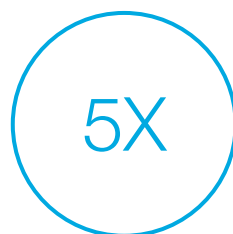


Engaging with Brides

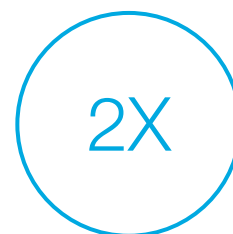
Understanding that brides-to-be are looking for visual inspiration, the bridal marketplace pushed the creative boundaries and made the most of its existing library of beautiful photos to find new, loyal app users.



lower cost per install versus other channels



increase in app installs in one month



higher click-through rate versus other channels

STORY

Planning for romance

Bridestory is an online destination where couples can plan their perfect wedding and discover the best vendors – whatever their budget, style or location. Its recently launched mobile app gives busy couples all the information they need on the go.

GOAL

The wedding planner

Bridestory wanted to boost overall brand awareness, promote an offline event and drive installs of its new mobile app. Its long-term aim is to become the world's leading wedding marketplace.

SOLUTION

Bridal inspiration

Bridestory ran mobile app install ads on Instagram to connect with its audience visually, while also driving them to install the app in a few clicks.

The straightforward creative showed a woman's manicured hand clutching a phone (which displayed the app content) and highlighted the benefits of using the app. In the background were glimpses of bridal references, like a bouquet. The copy spoke to brides and featured a strong *Download Now* call to action on the creative.

Next, it ran video ads to promote its offline event, and carousel ads to drive people to its website. The video ads featured a cinemagraph that used the subtle movement of butterflies flapping their wings in the background to draw in the eye.

To reach the right people, Bridestory targeted 21 to 35-year-old women living in select locations in Indonesia. It targeted people based on their marital status (engaged, newly engaged or in a relationship) and their interests (wedding photography, dresses and invitations).

Running an integrated campaign across Facebook and Instagram, it created a Custom Audience of people who had contacted a vendor online after seeing a carousel ad on Facebook. It then retargeted them with a mobile app install ad on Instagram and used Lookalike Audiences to find similar people.

Segmenting and targeting helped the brand keep its cost per install low and find loyal app users. In one month (in February 2016), Bridestory reached 7.5 million people in Southeast Asia and achieved a lower cost per install for loyal users (people who use the app at least three times) than other media channels.

“

Instagram is where young people are spending their time on mobile, which made it the right platform for launching our mobile app. Instagram ads helped us reach the right people with visual content (in a range of creative formats like cinemagraphs) while driving app installs – which is our ultimate aim.

”

Kevin Mintaraga
CEO
Bridestory