



Vizury lifts in-app conversions by **3X** for ShopBack, a one-stop lifestyle platform that powers smarter purchase decisions.



Challenge

- Highly competitive industry with strong players across a growing market.
- Identifying and reaching active and inactive users.



Objective

ShopBack is not like any other ecommerce platform which sells products online. It is a unique business model where users get attractive deals and cashback options on products and services. Shoppers visit the ShopBack website/app, click on a deal or cashback option they are interested in and they are taken to the respective brand's website to perform the transaction.

While ShopBack has more than 8 million users, the primary objective was to encourage users of the app to make their first purchase through ShopBack.



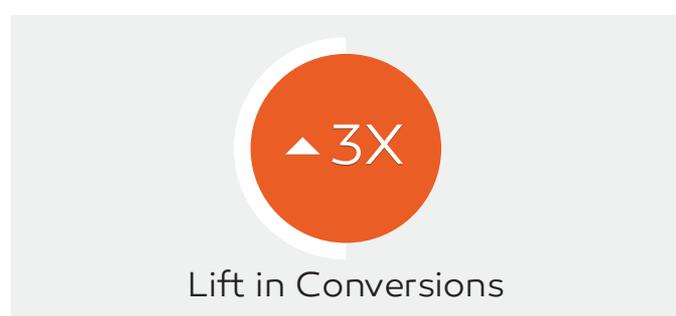
Solution

Vizury retargets app drop-off users based on the 'purchase propensity score' for each user. This score is calculated using 40+ variables such as page visited, hours since drop-off, historical conversion rate, volume of conversions, average order value etc.

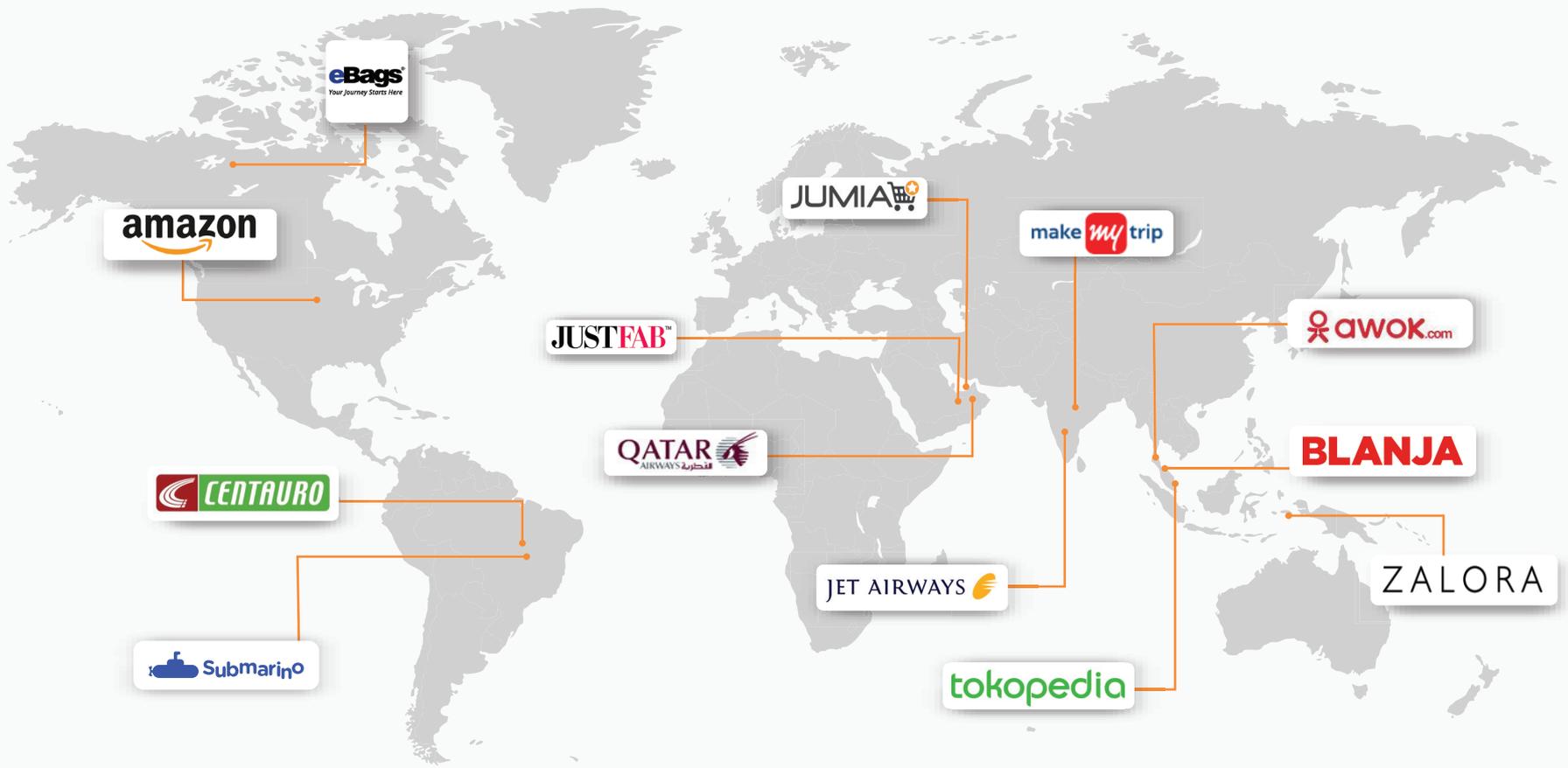
These users are then mapped to different ad sets based on their score. The ad creative used in each of these ad sets is customized i.e. each user sees a different image/deal on the ads, based on the deal/cashback option visited by him/her on the ShopBack app. We then started bidding differently for each of these ad sets and the bids were adjusted according to the score that gets refreshed on a daily basis.

In addition to Facebook, Vizury's brand-safe publisher inventory extends across multiple networks including Pubmatic, Appnexus, Mopub, Instagram, etc. Users were served with creative ads in multiple high performing ad formats. Personalized ads along with intelligent dynamic bidding based on user score over a consistent period of time helped lift conversions on the ShopBack app and Scale.

Results



Powering Marketers & Top Enterprises Globally



SHOPBACK

ShopBack is leading the wave of smarter shopping in Asia Pacific, offering a one-stop lifestyle portal that powers smarter purchase decisions for consumers.

Today, ShopBack is the dominant player in Southeast Asia ecommerce Cashback market, with established presence in Singapore, Malaysia, Indonesia, the Philippines, Thailand, Taiwan and Australia, closing over 3M monthly orders.

ShopBack enhances shopping by providing up to 30% Cashback for consumers to boost their purchasing power while providing cost-effective marketing for merchant partners. With over 2,000 merchant partners, ShopBack constantly strives to bring a smarter shopping experience to the consumers.



Vizury is a commerce marketing platform and its personalized retargeting stack is used by digital companies to grow marketing ROI and enhance transactions. Vizury's retargeting platform is unique as it offers an integrated proposition to target and engage with the interested consumers over Programmatic, Social and Notification channels. This platform was launched in 2007 and after achieving global scale and success, the platform and business of Vizury was acquired by Affle in 2018.

After the acquisition of the Vizury platform, it has now become an integral product as part of Affle's Consumer Platform. Affle started in 2005 and is a global technology company with a proprietary consumer intelligence platform that delivers consumer engagement, acquisitions and transactions through relevant Mobile Advertising.

Engage

Owned Media Retargeting
Web / App Push Notification

Social

Social Media Retargeting
Facebook / Instagram

Bid

Display & Video Retargeting
Programmatic Advertising On Exchanges