



# MyGlamm Boosts Its Month-On-Month Purchases by 5.4X through Mobavenue's Retargeting Campaign.

## Context

MyGlamm is a leading cosmetic and wellness brand. The company provides an extensive selection of luxury makeup, skincare, haircare, and body care products. Customers can place orders on MyGlamm's website, android and iOS app. With its innovative approach to beauty and wellness, MyGlamm has become one of the fastest-growing brands in the industry.

## Objective

The brand wanted to drive a retargeting campaign for its users as it wanted to scale and achieve significant numbers, bringing customers back to purchase products. The brand faced challenges in retaining a high Average Order Value (AOV) and reducing the cancellation rate.

## Solution

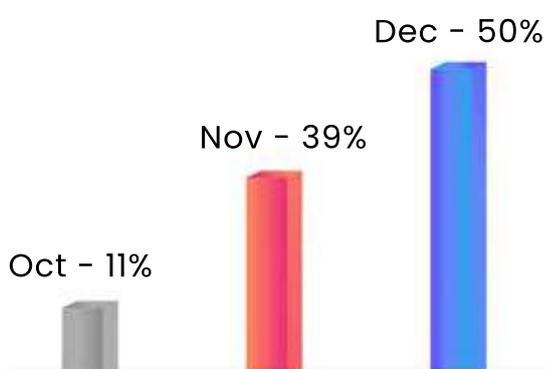
Taking an informed, data-driven approach to drive results, Mobavenue strategically targeted users who didn't make any purchases in the past 30 days. Further, fraud was drastically reduced by optimizing the site IDs and improving the overall performance metrics. With a devised and well-curated retargeting campaign, the brand achieved a higher average AOV, and reduced cancellation rates, increasing its overall purchases.

## Results

The brand significantly surged its month-on-month purchases with the help of Mobavenue. In two months, the brand achieved a 5.4X increase in its purchases and amplified its reinstalls by 4.6X. Utilizing Mobavenue's data-driven approach for the retargeting campaign, MyGlamm improved the overall performance metrics with increased purchases and reinstalls.



### Re-Installs



**4.6X increase** in reinstalls from  
Oct - December '22

### Purchases



**5.4X increase** in purchases from  
Oct - December '22