



# Mobavenue Support KitaBeli to Gain More Revenue & New Users with Increase 1<sup>st</sup> Purchase

Mobavenue Assist KitaBeli to hit **45k Installs** within 5 Months with above **20% 1<sup>st</sup> Purchase Rate**

Monthly Purchases Increase Twice After Partnering with Mobavenue

## CONTEXT

Kita beli is a social e-commerce app selling daily essentials ranging from fast-moving consumer goods (FMCG), fresh produce, beauty, electronics, and other household items. The platform enables buyers to place orders directly through its app, participating in group deals for lower prices and specializes in direct-to-consumer approach. Kita beli also provide platform for seller that help them to have direct access to wider customers around Indonesia. User friendly, free delivery, and various of promotion make Kitabeli become one of Indonesia's customer choice of their daily groceries way.

## OBJECTIVE

The company had a goals of increase their new user as well as purchase  
The Mobavenue team proposed a strategy that help to gain new user and get purchase by doing First Purchase campaign.

## SOLUTION

The Mobavenue team implemented CPFA from first running in January 2022 to meet client's goal.  
Mobavenue consistently increase 1st purchase by boost clicks to increase KitaBeli awareness.

## ACHIEVEMENT

### CPFA Model Results

Mobavenue is one of top 3 partners for KitaBeli. Mobavenue start the partnership from early 2022 with CPFA model since the beginning

### CPFA Achievement :



Mobavenue is the 1st partner who can accept the challenge to run directly

#### CPFA



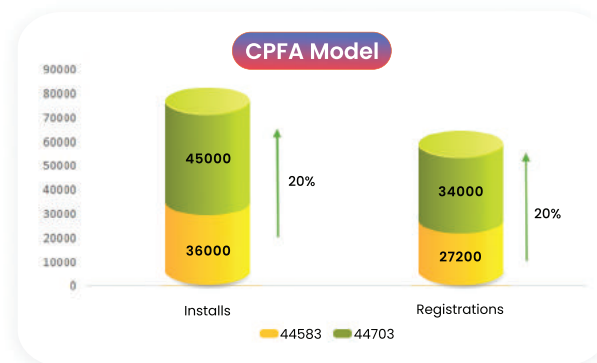
**45k+**  
Install



**30%**  
Registrations to  
1<sup>st</sup> Purchase



**34k+**  
Registrations



## TESTIMONY

“ Since we realize that nowadays digital marketing is an essential things in growing up the business, Mobavenue give us promising ways to growth our users & engagement. They help us gain more revenue by bringing high quality users with impressive services. Very satisfied with the result, beyond our expectation. Great job Mobavenue team! ”

## TESTIMONY

“ We are proud of how the Kitabeli and Mobavenue collaboration has turned out. Keeping in mind the end goals to boost awareness, the number of users, and purchases, we're pleased to have met the objective with our First Purchase campaign. ”  
Anita Young, APAC-Sales Director,  
**Mobavenue**