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## PROGRAMMATIC CAMPAIGN FOR A NUTS STORE

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**TYPE:**

Performance campaign

**CLIENT:**

Nuts store

**CAMPAIGN DURATION:**

1 month

**GOALS:**

Increase online orders



# Campaign Details

**GOALS:** increase online orders

## TARGET AUDIENCE

**GEO:** Nairobi

**Income:** average, above average

**Interests:** local nuts, food, local presents and souvenirs, healthy food, confection, vegetarians, healthy lifestyle, fitness.

## ADVERTISER OBJECTIVES

➤ Increase online orders

## THE SOLUTION

Programmatic mobile ads: banner + posts

Channels: mobile + display + social

# The Solution

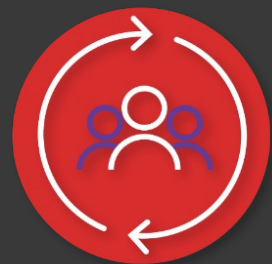
## 1. Ad strategy

Our client is a nuts store. The advertising campaign began in the tourism period, so we decided to concentrate not only on Kenya's population but also on tourists. To reach the foreign target audience, ad creatives were created in English. Banners were shown on different websites and social networks. We focused on the most popular social networks among Kenyans and tourists — Facebook, and Instagram to reach the audience.

Besides, geo targeting was set up for the foreign audience aimed at airports, hotels, restaurants, amusement parks. We combined geo targeting with time targeting to catch tourists during their active hours. Usually, it was from 9:00 a.m. till 18.40 p.m..

## 2. Technology for automatic optimization of programmatic strategies

We used both manual and automatic optimization of the ad campaign. Bid factors allowed us to improve the distribution of the budget more profitably.



## The Results

The results of the ad campaign exceeded the planned numbers



**37.5%**

bounce rate



**2m 34s**

average visit  
duration



**3.21 times**

increased online sales  
of the new collections



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**Contacts**

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