



Nutra Conversion with Push Ads

Case study



Overview

I've used Push Notification ads on the nutra vertical. I'm more than pleased with the results, so I decided to share this case with you.

Traffic Format: Push Notification

GEO: TWN

Vertical: Nutra

Devices: Mobile

I chose a hair care product offer. Standard creatives: before / after.
I set the bid to \$0.02 and tweaked the targeting.

Campaign Start

I checked the stats after 24 hours:

Total for the day:

I got 34 140 clicks;
of these, 118 are converted;
I spent \$682;
conversion rate is \$5.7.

I collected some sources for the blacklist, but decided not to hurry and sort it out in a couple of days.

Results After One Week

I had enough of creatives, so during the week, I changed the creatives three times. I also did some work on the blacklist.

Total for the week:

224,641 clicks;
776 conversions;
\$4,492 spent;
same conversion rate – \$5.7.

I put the campaign on hold. I singled out sources with good conversion, so that I could later run similar offers on them. I'm going to set up retargeting for the ones who clicked off the page after viewing the landing page.

All costs paid off, ROI is 100%+. If I keep on working with this traffic I got, the figure is expected to get tripled.

I wish you all good conversion, friends!

Thank you for reading!

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