

Privalia uses DPA to drive downloads

*your daily
fashion
outlet*

privalia 


makemereach
Scalable social ad tech solutions,
tailor-made.

PRIVALIA *

Privalia is a fashion outlet m-commerce, leader in Spain, Italy, Mexico and Brazil that launch special offers from the most important fashion brands to its members for a limited period of time.

EFFICIENCY



10%
OF ADS (DPA)
PROVIDES

25%
OF THE TOTAL NUMBER
OF INSTALLS

PERFORMANCE



13%
DPA CAMPAIGNS
IMPROVE THE CPI

4 
COUNTRIES

+100
PRESTIGIOUS
BRANDS

Goal

With a big **focus on mobile**, the main objective is to **scale the number of mobile app installs**. Taking into account the big number of brands that they promote, their main goal is **automatize the ad creation** in order to **save time** during the creation of the thousand creatives by campaigns.

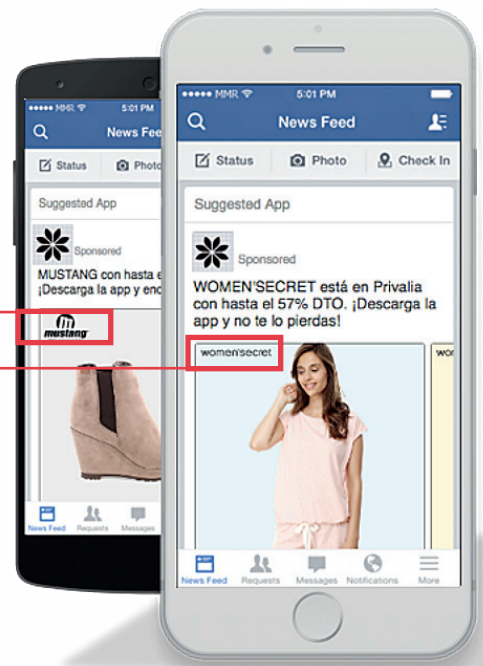
Pratici ed eleganti

COCCINELLE



CAMPAIGN highlights

- ▶ Privalia used DPA through the **MakeMeReach tool to prospect new users** who could be interested in their brands. **DPA prospecting allows them to display automatically all their current promotions, saving time and decreasing significantly the CPI.**
- ▶ Our **CONDITIONAL CREATIVE TOOL** is really important to Privalia because it allows them to **modify dynamically all their creatives** by adding the brand's logo in to the picture.
- ▶ MakeMeReach Conditional Creative tool allows brands to **change the creative depending on** : End Date of the Offer, Logo, the week day, the targeting...



Baciati dal Sole



privalia *

Giovanna Arruda, Global Advertising Manager at Privalia

“Thanks to MakeMeReach and its DPA combined with its Conditional Creative tool, we are now able to save a lot of time during the creation of the campaigns and handle a important number of ads.”

