



## Story:

Snappy makes it extremely simple to send a real and personalized gift but with all the advantages that a gift card offers! Snappy saves the time and hassle of searching for the perfect gift by offering users to send a collection of personalized gifts in seconds, while providing flexibility and choice for gift receivers.

## Goal:

- 🏠 Help company target the right users at the right time
- 🏠 Scale app installs under \$2 CPI goal

## Execution:

GrowthKitchen ran an app install campaign on Facebook, Instagram and Google, targeting millennials during seasonal event such as college graduation. After installing the app they retargeted the most engaged installers to take action and buy gifts within the app.

## Results:

- 🏠 Snappy app CPI reduced **by 100%**
- 🏠 Snappy app installs increased **by 800%**
- 🏠 Snappy app gift purchase increased **by 550%**



"GrowthKitchen helped us scale our app installs in no time. Their solid growth strategy and dedication supported our entire marketing efforts and helped us exceed our KPI goals."  
Hani Goldstein, Snappy CEO