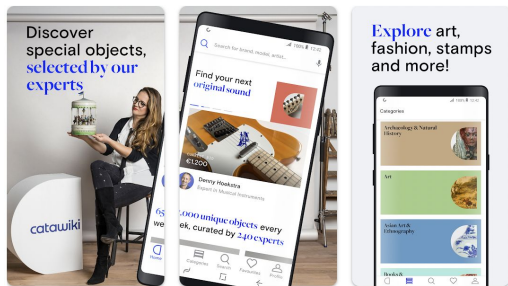




# Catawiki achieves 30% lower average cost per in-app action by diversifying ad group assets



Online auction and marketplace  
EMEA - Netherlands • [catawiki.com](https://catawiki.com)



## The Challenge

Catawiki is an online marketplace where consumers can browse, discover, and bid on exclusive items and collectables. Catawiki was looking for ways to improve its App campaigns' performances. The marketplace tested several changes to its campaign and promotion settings to drive more bids via its app.

## The Approach

Catawiki assessed its app's services and user experience, and found that app-users were most interested in its products and auction experience. Based on this insight, the company launched multiple ad groups focused on different types of user categories. This helped the algorithm gain information on which audiences to target and increase its relevance to those audiences.

## The Results

After implementing multiple ad groups, Catawiki saw a 30% decrease in its cost per in-app action and a 15% decrease in its cost per install. Furthermore, running multiple ad groups helped the algorithm gain a better understanding of which ads to serve, which led to 83% of all conversions coming through the updated ad groups rather than via one generic ad group. Overall, diversifying ad groups led to significant cost savings and increased conversions across the board.

“Our diversified ad groups and better ad targeting have resulted in significant cost savings and increased conversions. Now we have more budget available to drive demand!”

—Güven Toker, Sr. Performance Marketing Specialist, Catawiki

83%

Of all conversions now come from the new ad groups

15%

Decrease in cost per install

30%

Lower average cost per in-app action

## Primary Marketing Objective

> [Grow Online Sales](#)

## Featured Product Area

> [Apps: Creative Excellence](#)

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