



App promotion

Case Study



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➤ **Mysynr**

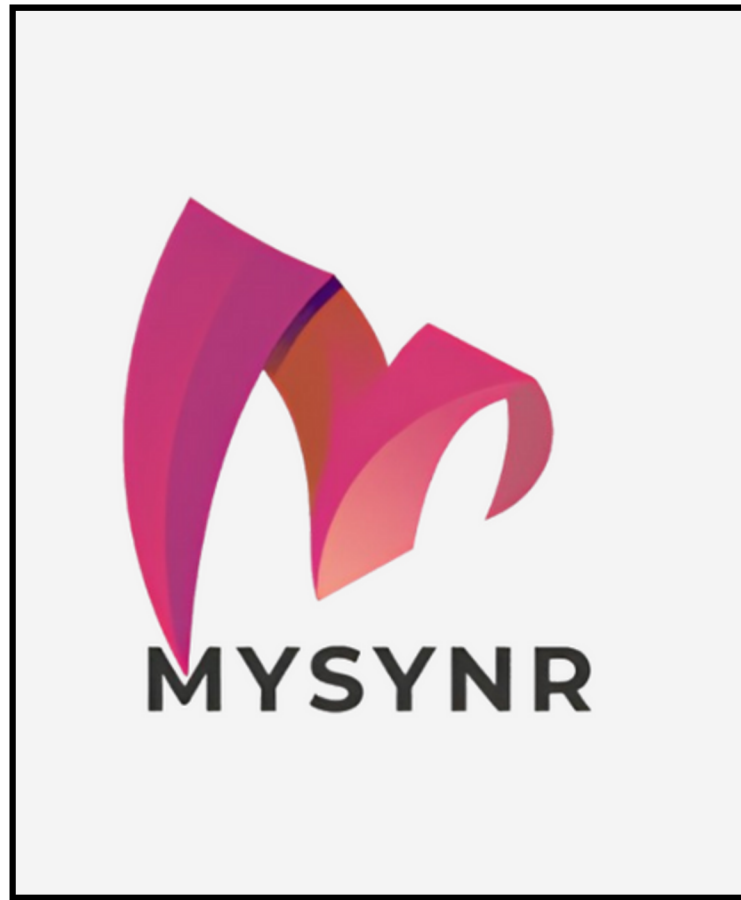
Mysynr is a social media app designed for teens, ensuring online safety with content filters, fostering creativity, and providing a secure, fun space.

➤ **Miskay**

Miskay Boutique fuses European fast fashion with Lagos' vibe. Oodles boosted their online presence and e-commerce through digital marketing.

03 Detailed Overview Of The projects

Mysynr- A Fun App



Summary

What is Mysynr?

Mysynr is a social media app designed for teens, ensuring online safety with content filters, fostering creativity, and providing a secure, fun space.

Who is it for?

It targets teens and parents, offering TikTok-like features while emphasizing privacy, moderation, and protection from harmful content to create a safer digital experience.

Project Overview

Objectives

- 01 Create relatable, Gen Z-friendly content.
- 02 Highlight MYSYNR's unique safety features.
- 03 Establish a growing and active presence on Instagram.

Goals

- 01 Build brand awareness among the target audience
- 02 Position MYSYNR as a safer alternative to other social media platforms.
- 03 Drive app downloads and user engagement.





The Challenges

Challenge 1

Brand Launch From Scratch

Being a newly developed app, MYSYNR had no existing user base or brand recognition.

Challenge 2

Gaining Audience Attention

Competing for visibility in a crowded market dominated by established platforms like TikTok and Instagram.

Challenge 3

Highlighting Unique Features

Effectively communicating the app's safety-focused differentiators to both teens and parents.



Platform Selection

- We chose Instagram and Facebook based on the target audience (teens and parents).
- Instagram's visual nature appealed to teens, while Facebook offered a more reliable way to reach parents.
- Both platforms allowed for targeted campaigns and engagement strategies suited to MYSYNR's needs.



The Solutions

We addressed MYSYNR's challenges with a clear, actionable plan that focused on building trust and increasing engagement through strategic content and targeted messaging.

Brand Awareness

Created engaging content that positioned MYSYNR as a safe and fun alternative to popular social media platforms.

Trust Building

Highlighted MYSYNR's unique safety features to establish credibility and trust with both parents and teens.

Drive Engagement

Developed interactive, community-focused content that encouraged active participation and fostered a sense of belonging among users.



Content Strategy

- **Content Types**-Developed a diverse content mix including Reels, Stories, Carousels, and Static Posts to engage teens while educating parents.
 - **Key Themes**-Focused on safety, creativity, fun features, and trust-building messages.
 - **Engagement Tactics**-Used a combination of interactive polls, quizzes, and user-generated content to boost engagement.
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Campaign Phases

Pre-Launch Campaign

Created teaser content, sneak peeks, and countdowns to generate excitement and build anticipation for MYSYNR's official release.

Launch Campaign

Highlighted MYSYNR's core features, focusing on safety and creativity, with a strong call to action encouraging app downloads.

Post-launch Engagement

Provided regular updates, fostered community interaction, and ran ongoing campaigns to sustain user interest and drive app downloads



Analysis and Optimization

Reviewing Engagement Metrics

Tracked performance metrics like story views and interactions to evaluate engagement strategies effectively.

Adjusting Content Strategy

Used data insights to adjust content themes, posting frequency, and timing for better reach.

Improving Posting Schedule

Optimized posting schedule based on user activity, ensuring maximum visibility during peak engagement times.



Campaign Details And Stats

- **Campaign Type**- App Promotion
- **Campaign Goal**-Maximum Number Of Downloads At A Lower CPI (Cost Per Install)
- **Platforms**-Facebook And Instagram
- **Creatives**- Carousel ADs
- **Budget**-500\$/Day
- **Interests**: Productivity, self-improvement, time management, mobile apps, business tools, entrepreneurship.
- **Behaviours**: Engaged shoppers, frequent app users, Android users, business page admins.
- **Demographics**: Age 18-45, professionals, freelancers, entrepreneurs, students (USA).
- **Custom Audiences**: Website visitors, engaged users, lookalikes of existing users.

Campaigns

Ad sets

Ads

Maximum: 28 Feb 2022 - 31 Mar 2025

Create

Duplicate

Edit

A/B test

More

Columns: Performance and clicks

Breakdown

Charts

Off/On	Campaign	Results	Reach	Views	Frequency	Cost per result	Budget
<div></div>	Awareness_24 Jan	12,390 Reach	12,390	14,862	1.12	\$ 1.30 Per 1,000 people reac...	Using ad set bud...
<div></div>	Mysynr_Download_14 feb_Tb_Android	176 Link Clicks	1,173	1,446	1.29	\$ 0.19 Per link click	Using ad set bud...
<div></div>	App Install_Features_13 mar_Android-1	70 Mobile App Installations	4,036	8,261	2.14	\$ 2.10 Per Mobile App Install	Using ad set bud...
<div></div>	Mysynr_Download_29jan_Tb_Android	63 Mobile App Installations	11,996	17,098	1.39	\$ 2.64 Per Mobile App Install	Using ad set bud...
<div></div>	App Install_IOS 25 Mar	8 Mobile App Installations	1,052	1,965	1.74	\$ 5.87 Per Mobile App Install	Using ad set bud...
<div></div>	App Install_Features_13 mar_IOS-1	6 Mobile App Installations	2,203	3,720	1.68	\$ 14.06 Per Mobile App Install	Using ad set bud...
<div></div>	Mysynr_Download_27jan_Tb_IOS	3 Mobile App Installatio...	12,111	19,807	1.48	\$ 59.03 Per Mobile App Install	Using ad set bud...
<div></div>	31 TOF 1 App Download	1	3,607	4,577	1.27	\$ 38.24	Using ad set bud...
Results from 23 campaigns ⓘ Excludes deleted items		—	76,967	120,697	1.64	—	
			Accounts Centre acco...	Total	Per Accounts Centre a...		



Key Matrix

Metric	Value
Reach (Average/Peak)	2538 users/day
Views (Average)	2511 views/day
Impressions (Average/Peak)	7327/day / 14,135
Frequency	1.24 (ads seen per user)
CPM (Cost per 1,000 Impressions)	\$19.04
CPC (Cost per Click)	\$3.24 (Range: \$0.69 – \$11.70)
CTR (Click-Through Rate)	6.03% (Peak: 3.42%)
Clicks (All)	76/day



Key Takeaways

Clear brand positioning is essential for a new app in a competitive market.	Engaging and interactive content helps build a community and encourage user participation.
Focusing on safety and creativity resonates with both teens and parents.	Social media campaigns can effectively drive both awareness and downloads.



Conclusion

- Successfully achieved brand awareness, trust-building, and engagement through a targeted social media marketing strategy on Instagram and Facebook.
- Addressed MYSYNR's goals by creating personalized content that resonated with teens and parents, fostering meaningful interactions.
- Continually exploring new strategies to sustain growth, enhance community engagement, and support MYSYNR's ongoing success.

Miskay Boutique



Summary

What is Mysynr?

Miskay Boutique blends European fast fashion with the vibrant lifestyle of Lagos, offering a wide range of stylish and affordable clothing. The brand aims to empower women by boosting their confidence through trendy and versatile fashion options for every occasion.

Who is it for?

Miskay Boutique caters to women seeking chic, budget-friendly wardrobe essentials. Their collections are designed for modern, fashion-forward individuals who value style, quality, and affordability, with a focus on enhancing personal expression through bold and elegant designs.

Project Overview

Objectives

- 01 Increase brand awareness among fashion-conscious women.
- 02 Establish Miskay as a top choice for trendy, versatile fashion.
- 03 Boost sales, repeat purchases, and customer loyalty.

Goals

- 01 Showcase Miskay's fusion of European and Lagos fashion.
- 02 Highlight affordability, versatility, and trend-forward styles.
- 03 Establish a strong social media and digital presence to connect with fashion-conscious women.





The Challenges



Challenge 1

Educating Customers

Helping women understand Miskay Boutique's unique offerings, such as European-inspired fashion blended with Lagos' vibrant lifestyle, and how these styles can elevate their wardrobe affordably.

Challenge 2

Standing Out in a Competitive Market

Differentiating Miskay Boutique from other fashion retailers by showcasing its trend-forward designs, versatile collections, and exceptional affordability.

Challenge 3

Building Trust

Fostering customer trust by highlighting positive reviews, showcasing high-quality products, and emphasizing excellent customer service and a seamless shopping experience.



Platform Selection

- Google Ads & Social Media: Targeted campaigns promoted Miskay's trendy, affordable fashion to increase brand awareness and sales.
- Instagram & Facebook: Showcased fashion collections, styling tips, and customer testimonials to engage fashion-conscious audiences.
- Brand Engagement: Eye-catching visuals and interactive content fostered community engagement and customer loyalty.



The Solutions

We addressed Miskay Boutique's challenges with a clear, actionable plan that focused on building trust and increasing engagement through strategic content and targeted messaging.

Brand Awareness

Boosted recognition through social media campaigns that highlighted Miskay Boutique's unique blend of European-inspired fashion and Lagos' vibrant lifestyle, emphasizing style, affordability, and confidence-building.

Trust Building

Launched campaigns showcasing positive reviews, premium quality products, and a seamless shopping experience, ensuring credibility and encouraging customer loyalty.

Drive Engagement

Utilized vibrant visuals, customer testimonials, and influencer collaborations to create relatable content, connecting with women seeking affordable, stylish, and empowering fashion choices.



Content Strategy

- **Content Types** – Showcased trendy outfits, seasonal collections, and client testimonials to highlight affordability and style.
 - **Key Themes** – Emphasized empowerment through fashion, catering to diverse body types with confidence-boosting styles.
 - **Engagement Tactics** – Encouraged interaction with polls, style quizzes, and customer feedback to build a strong community.
-



Campaign Phases

Pre-Launch Campaign

Teased new collections with sneak peeks of styles, fabrics, and trends.

Launch Campaign

Highlighted latest trends, exclusive deals, and client testimonials to attract customers.

Post-Launch Engagement

Maintained interest with style tips, behind-the-scenes content, and promotions.



Analysis and Optimization

Reviewing Engagement Metrics

Tracked performance metrics like story views and interactions to evaluate engagement strategies effectively.

Adjusting Content Strategy

Used data insights to adjust content themes, posting frequency, and timing for better reach.

Improving Posting Schedule

Optimized posting schedule based on user activity, ensuring maximum visibility during peak engagement times.



Campaign Details And Stats

- **Campaign Type**- App Promotion
- **Campaign Goal**-Maximum Number of Purchases at a Lower CPA (Cost Per Acquisition)
- **Platforms**-Meta and Google
- **Creatives**- Carousel Ads, Search Ads, PMAX Ads
- **Budget**-500\$/Day
- **Interests**: Fashion, women's clothing, trendy outfits, budget-friendly shopping, online boutiques, style inspiration.
- **Behaviours**: Engaged shoppers, frequent online buyers, fashion enthusiasts, mobile shoppers
- **Demographics**: Women aged 18-45, professionals, students, fashion-conscious individuals (Lagos, Nigeria)
- **Custom Audiences**: Website visitors, engaged users, lookalikes of existing users.

+ New campaign

Clicks ▾

2.6K

Conversions ▾

485

CTR ▾

6.03%

Cost ▾

\$18.2K



Key Matrix

Metric	Value
Reach (Average/Peak)	2538 users/day
Search Impression Share	65%
Impressions (Average/Peak)	7327/day / 14,135
ROAS (Return on Ad Spend)	3.2x (Revenue generated per \$1 spent)
CPA	\$41.67 (Range: \$30 – \$55)
CPC (Cost per Click)	\$3.24 (Range: \$0.69 – \$11.70)
CTR (Click-Through Rate)	6.03% (Peak: 13.42%)
Clicks (All)	66/day



Key Takeaways

Clear brand positioning is essential for a new app in a competitive market.	Engaging and interactive content helps build a community and encourage user participation.
Focusing on safety and creativity resonates with both teens and parents.	Social media campaigns can effectively drive both awareness and downloads.



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