LAZADA PIONEERS EFFORTLESS IN-APP SHOPPING IN SOUTHEAST ASIA BY LEVERAGING INMOBI'S PERFORMANCE SOLUTIONS

Lazada is the biggest online shopping mall in Southeast Asia with presence across Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam. Lazada sells a wide range of products across 13 categories including health and beauty, home & living, fashion, mobiles & tablets, consumer electronics, home appliances and sports & outdoors, among others.

REAL RESULTS

100k

Monthly Installs for Lazada

2X

Higher engagement through innovative ads

Top

Mobile Remarketing Partner for Lazada

TESTIMONIAL

"The InMobi performance suite is the perfect solution for scaling our mobile-first shopping platform. InMobi has been effective in driving not just installs, but most importantly optimizing for our end goal of in-app transactions, thereby helping us maximize customer lifetime value. With their dedicated account management and end-to-end performance, InMobi remains our preferred mobile marketing partner."

Sebastian Sieber, CMO, Lazada Indonesia

INMOBI

LAZADA
Effortless Shopping

THE CHALLENGE

As a brand that is pioneering mobile shopping in Southeast Asia, Lazada wanted to drive high quality app installs and subsequently, engage the users with a seamless online buying experience. Reaching out to app users across Android and iOS smartphones,

Lazada intended to

1. **Acquire loyal in-app users on mobile**
2. **Nudge recently acquired users to drive first purchases**
3. **Drive in-app transactions from existing users**
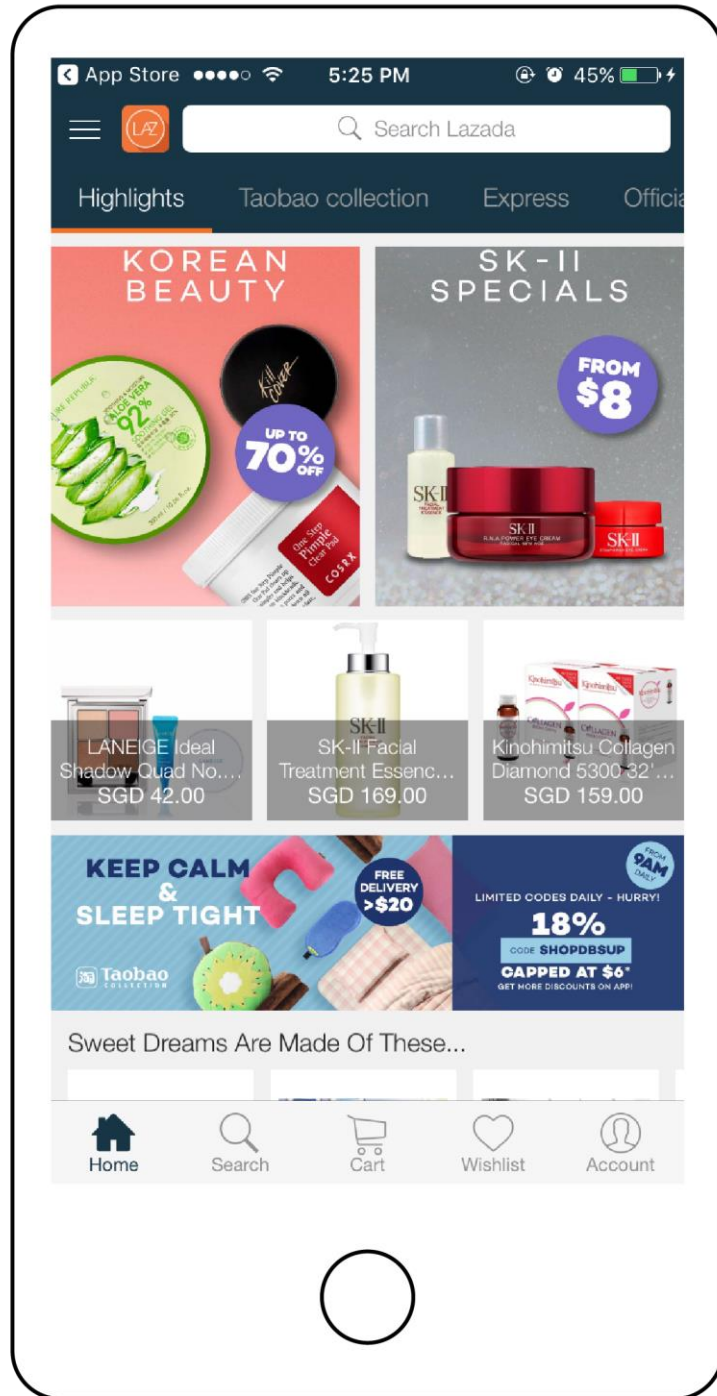
THE INMOBI SOLUTION

1 InMobi successfully drove user acquisition at scale by reaching and targeting dynamically-built premium audiences on the network with video and native ad experiences.

2 Driving one-third of all transactions from marketing partners and 2X higher ROAS than expected, InMobi emerged as the preferred mobile remarketing partner for Lazada in Indonesia and Malaysia.
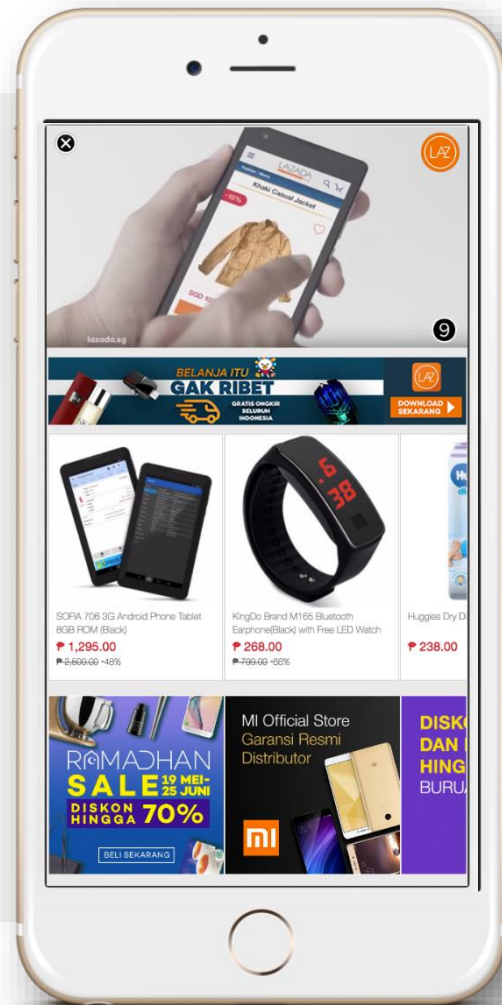
3 With interactive ad formats such as video and native, the campaign saw 2X higher user engagement when compared to non-interactive formats.
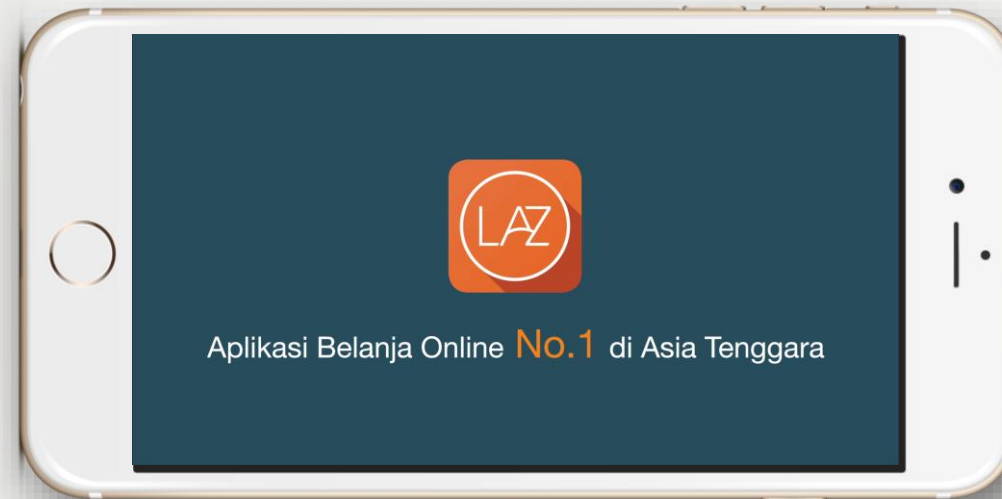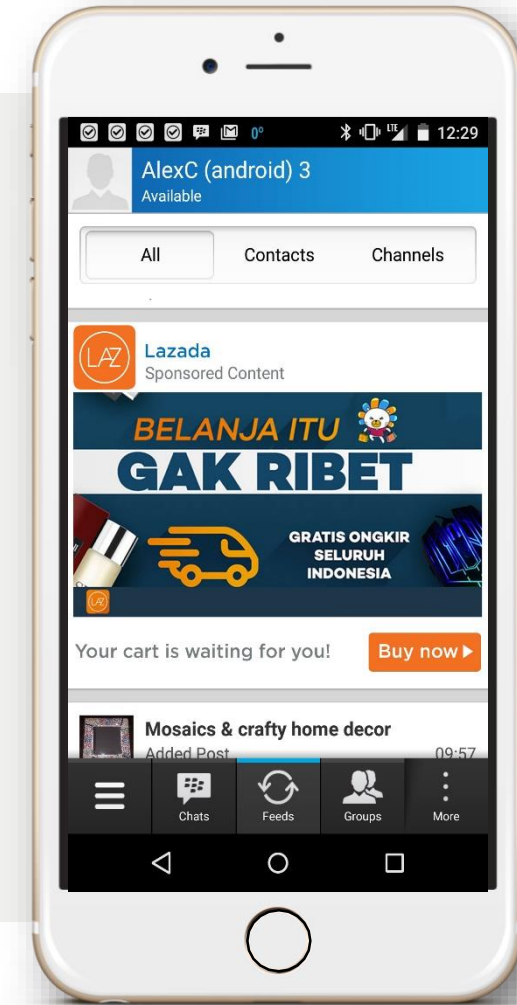
CREATIVE-STRATEGIES-USED

Lazada leveraged native, carousel and interstitial ad formats to drive user acquisition and remarketing

Branding & Remarketing campaign to existing users (Video + Carousel)

Immersive creative for app install campaigns (Video)

Retargeting to drive incremental transactions (Native Ad Unit)