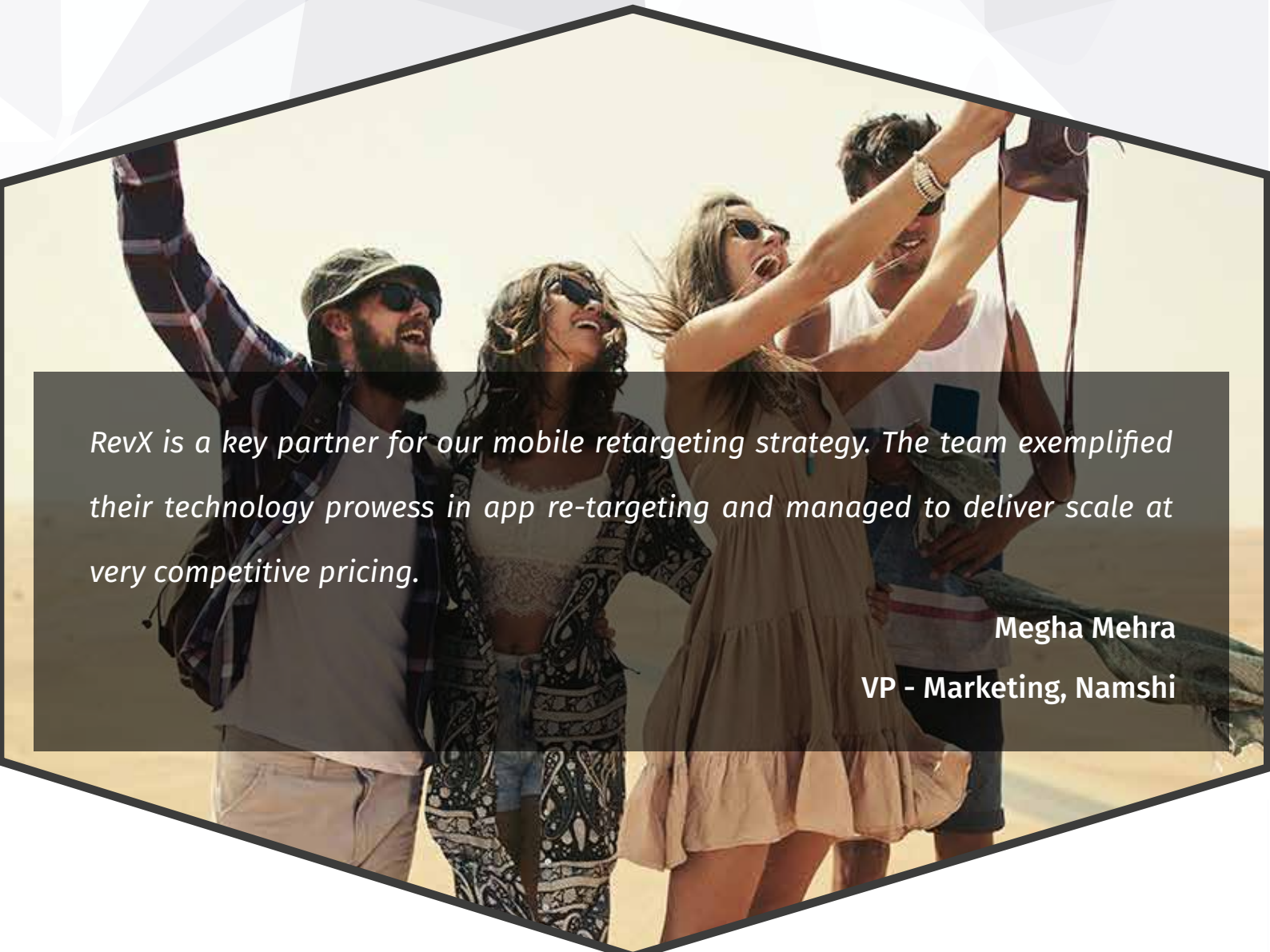


NAMSHI



MARKET : MIDDLE EAST ASIA | VERTICAL : FASHION E-COMMERCE

RevX Delivers Lowest CPA amongst App Retargeting Partners for Namshi



RevX is a key partner for our mobile retargeting strategy. The team exemplified their technology prowess in app re-targeting and managed to deliver scale at very competitive pricing.

Megha Mehra
VP - Marketing, Namshi

RESULTS

150%

Increase in
Month-over-Month Sales

15%

Lower CPA
RevX vs Others

CLIENT

Young, fun and original, Namshi is Middle East's top fashion destination. Present across 6 countries, Namshi is known for its aspirational yet accessible product selection, huge choice of brands and authentically urban aesthetic collections.

SOLUTIONS

- **Custom Audience Strategy** – RevX leveraged its audience management capabilities to build Namshi specific user cohorts based on product intelligence, category affinity, frequency and recency to surpass Namshi's ROI goals.
- **Dynamic Ads** - RevX ran mobile optimized dynamic product ads with 100% bespoke creative templates critical for a fashion brand like Namshi.
- **Native Inventory** - RevX leveraged its deep integration with top native exchanges to run mobile native creatives driving higher engagement.

