



Myntra Achieves 55% Higher Conversions with RevX Retargeted Ads

55%

Increase in App Conversion Rate

8X

Return on Ad Spend (ROAS)

3X

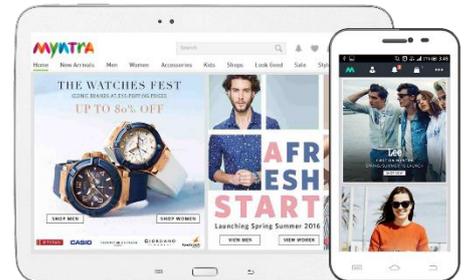
Increase in Month-Over-Month Conversions

"RevX is our preferred retargeting partner. They have delivered remarkable results for our app engagement campaign. It was amazing to work with a team that understood our business objectives and had the technology to achieve them consistently. We highly recommend RevX to any marketer looking to enhance app engagement."

-Arjun Choudhary
Head- Growth & Sales, Myntra

CLIENT

Myntra is India's largest mobile only e-commerce store for fashion and lifestyle products. With over 2000 leading Indian and international brands selling across categories like apparel, accessories and cosmetics, it is India's "Go-to" fashion destination.



**10M+ App
Install Base**



**2000+
Brands**



**Delivers over 50,000
orders daily**

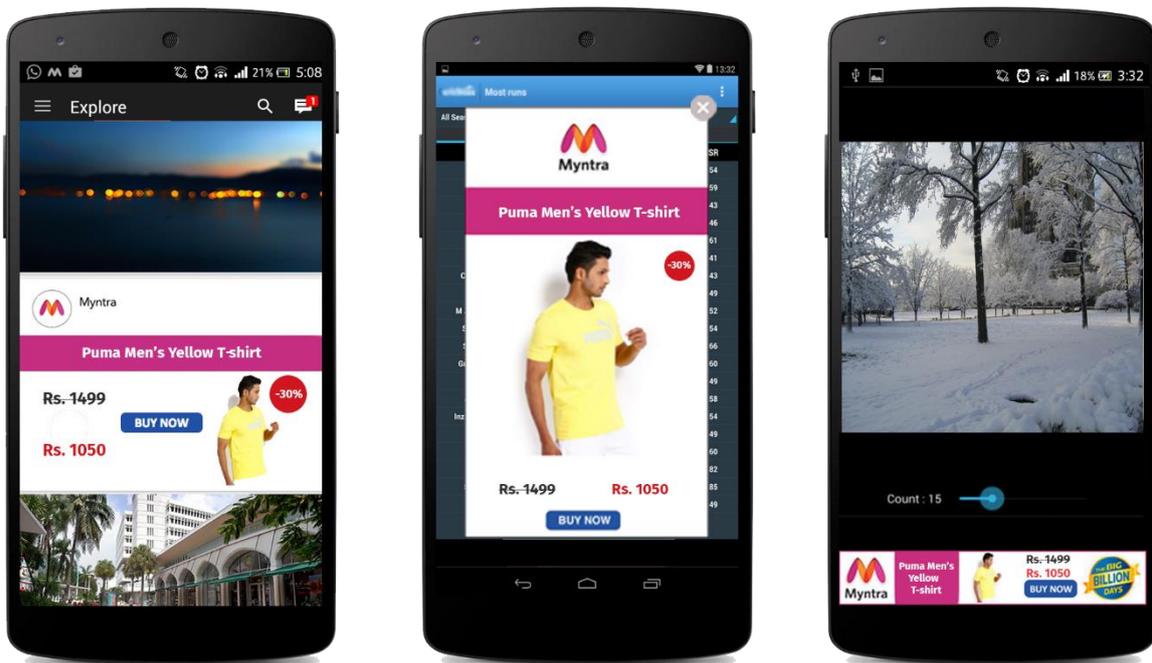
CHALLENGE

With over 10mn+ installs and a strong app-focused strategy, Myntra wanted to leverage its strong install base to increase engagement and drive conversions. With the Big Billion Day sale scheduled in less than a week, Myntra wanted to work with a partner who could quickly take the campaign live and provide the required scale while delivering on key ROI goals.

Myntra wanted the flexibility to coordinate retargeting with other marketing programs run in-house and expected to see a measurable impact of retargeting within a controlled A/B testing environment. Myntra chose to work with RevX since it offered the flexibility of setting up a retargeting program the way Myntra expected along with the desired A/B testing capability.

SOLUTION

- RevX didn't require any SDK implementation and its pre-built integration with Myntra's mobile measurement partner enabled a quick turnaround time. RevX launched the campaign within 48 hours, on time for the Big Billion Day sale.
- RevX worked closely with Myntra to coordinate the retargeting program with other in-house marketing activities. Myntra leveraged RevX's audience intelligence engine to target users who were inactive for the past 3 days and used in-house marketing programs like e-mail and notification to target more recent users. RevX retargeted desired user segments with highly personalized ads based on each individual user's unique fashion style and product browse behavior. This optimized media spends to deliver right ROI.
- RevX's dedicated account management team worked closely with Myntra's marketing team to ensure the campaign messaging is coordinated with frequent fashion sale events.
- RevX's optimization specialists continuously identified new audience cohorts to target and leveraged the conversion optimization engine to ensure Myntra achieves the expected ROI and scale. A controlled A/B testing demonstrated the efficacy of dynamic retargeting in increasing the overall conversion rate.



RESULTS

RevX's powerful audience management capability, conversion optimization model, dynamic ad engine and massive programmatic reach on app inventory helped Myntra achieve a solid **55%** increase in conversion rate from retargeting user cohorts. By delivering an astounding **8x** return on ad spend from users who did not interacted with app in 3 days, RevX converted casual browsers to purchasers. The continuous optimization increased the conversion volume **3x** month-over-month.