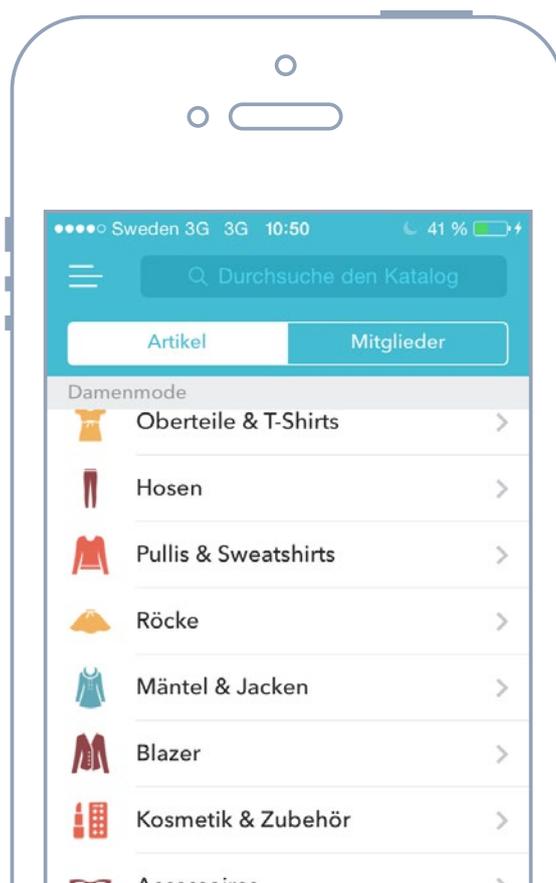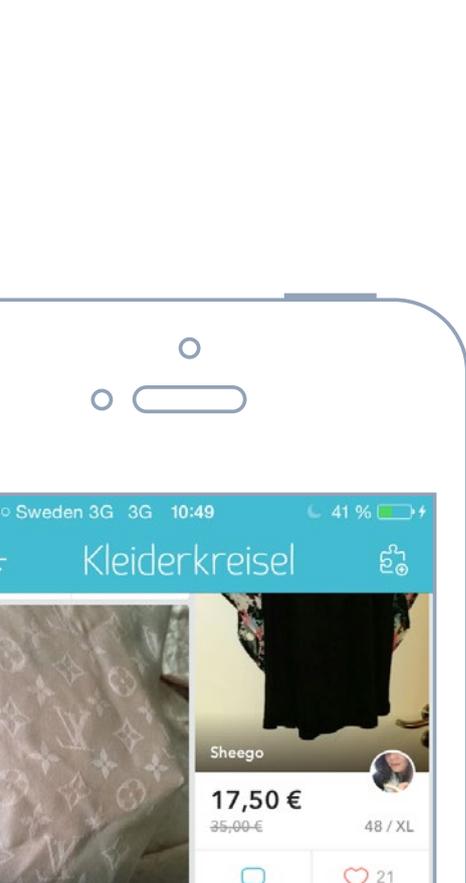# Vinted

"We plugged our source data from existing campaigns right into the app, seamlessly carrying on a conversation from the ad campaign down to the first purchase.

Within the first, initial tests, the conversion to buyer jumped up by 77 %. Let's say that's enough to make sure we'll be building this out for heavy production use."

Tautvydas Gylys, Product Manager, Growth at Vinted

About / background

Vinted is a marketplace for second-hand fashion, helping more than one and a half million users every month trade and swap fashion and clothing on their mobile devices. The app was launched in June 2013, and today commands a global rank position in the top 6 % with 75 % highly positive reviews.

Goal

With adjust, Vinted had already optimized their creatives and ad targeting, down to each adset, on many of the channels that they were running. There were still tweaks here and there, but much of the real value had been found - before the install.

So the team turned their attention to the onboarding process. The users had installed the app, and then what happens? Thinking that something other than the generic onboarding process might be able to massage users further into the conversion chain, the team at Vinted started looking at

The idea, then, was simple: using adjust's real-time data, Vinted implemented a renewed onboarding process, tailored to the user's interaction with the app prior to install. What creative did they see, in which format, on what channel?
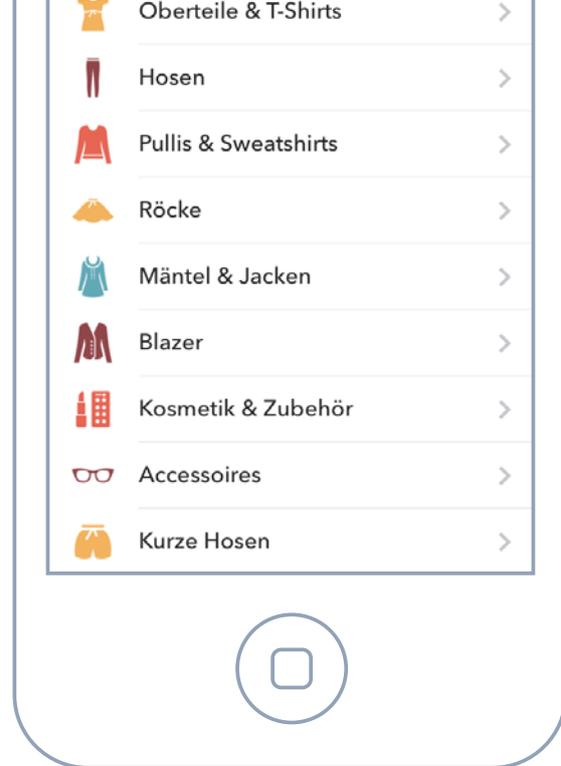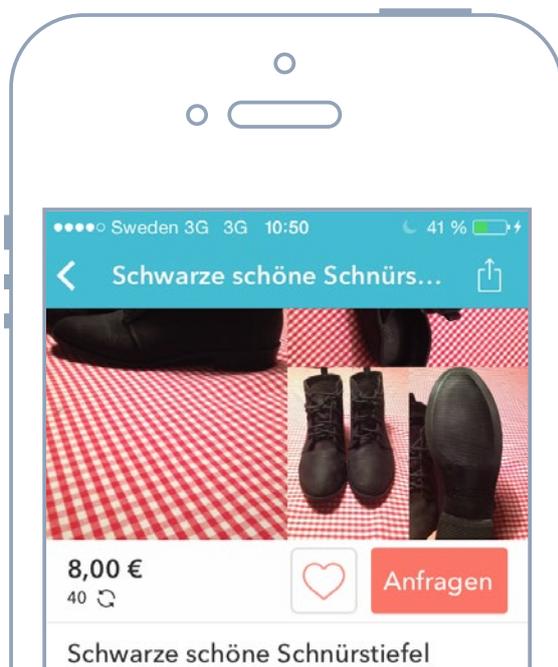
Solution

When each user installed, adjust immediately delivered data on the original creative to the app, structured exactly as the UA team set it up with flexible and automatic tracker generation.

Vinted installed a delegate callback function in their SDK that, upon every tracked event, received and handled up-to-date tracking parameters from the adjust servers.

In their app, the function checked for instructions or parameters in the tracking data to use for the customized onboarding. Vinted used this feature to bring up a certain product category or brand in a search in the app - meaning they could implement a single method and re-use it for every campaign with similar tracking parameters.

Result

With the method and the data conduits set up, Vinted started a small-scale test to collect some data on the effectiveness. In this case, their social campaigns advertised a category-specific messaging with content available out of their app. Using the adjust APIs, Vinted could then pull the advert names and generate the onboarding process within a second of the first app open.

After a few days of testing, the results were astonishing. Even with Vinted's small-scale tests, conversion to buyer jumped by 77 % above the campaign average at the time.

Users entered the app, immediately greeted by a conversation that carried on - they were drawn by a particular category, and by reducing the distance to finding that same set of products again, users could seamlessly continue doing what they did. This strong first impression was encouraging to users to return and browse, and for many of them, to make that crucial first purchase.

adjust's real-time in-app data API is available to any client, out of the box in the SDK, and has been used by many clients to implement smoother flows for social referrals, couponing and complex deeplinking.
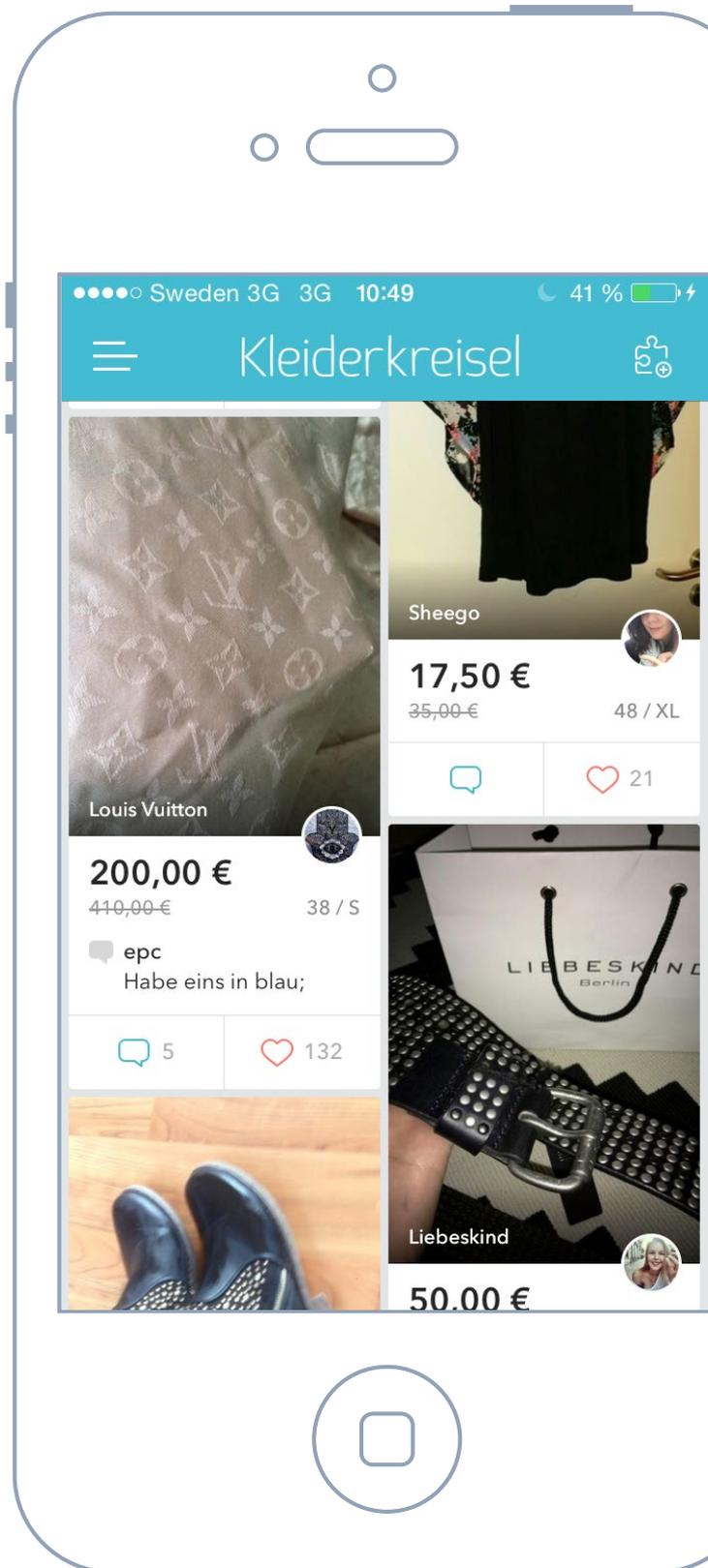
About adjust

adjust is a fast-growing mobile attribution and analytics company with offices in Berlin, San Francisco, Tokyo and Istanbul, placing a high premium on scientific statistics and a user-friendly product. It helps mobile marketers understand where their most valuable users come from, what they do, and how to re-engage with them inside or outside their app.

adjust is also an official Facebook and Twitter Mobile Measurement Partner and integrated with more than 300 networks and partners globally. adjust is ePrivacy certified, uses SSL encryption for data transfer, and is the only mobile analytics company to meet the most stringent privacy compliance standards internationally. Clients include Universal Music, Viacom, Scopely, Kingsoft, DeNA, BuzzFeed Inc. and Deutsche Telekom.

For more details, visit www.adjust.com or contact sales@adjust.com.