



700% uplift in app installations

A great story about the Israeli post company that started improving their online experience with Adoric

A case study by  adoric



The client: Israeli Post

Category: Governmental services

About:

The Israeli post is a government-owned corporation that handles most of the postal services inside Israel boundaries.

<http://israelpost.co.il>

The challenge

Reducing waiting time for service at branches around Israel.

Usually, when visiting a branch of the Israeli Post office, a client could wait between 5-60 minutes until getting service.

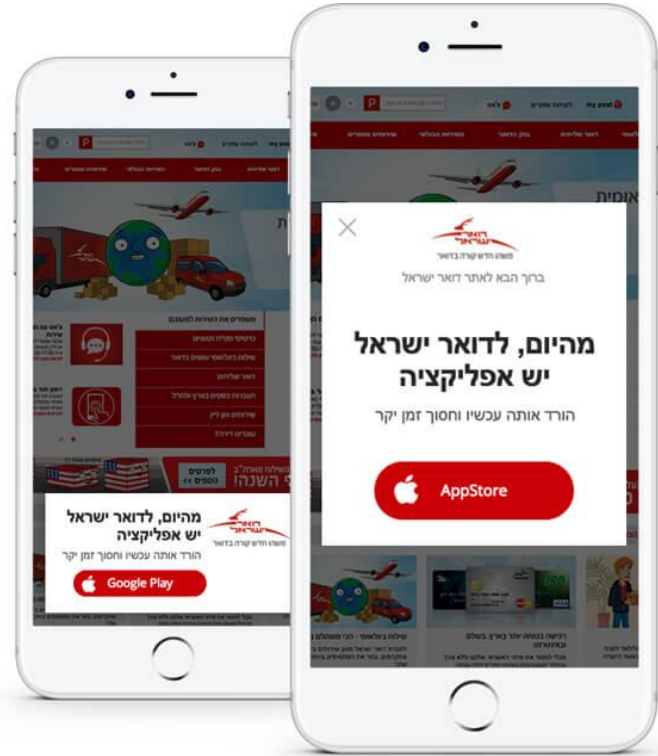


🍏 iOS strategy

Goal: Generating more app downloads.

People who have downloaded the app will be able to schedule appointments easily.

- **Audience:** New & returning visitors that didn't download the app yet.
Mobile phones, iOS only
- **Triggers:** 3 sec time duration, behavioral targeting, URL conditions.
- **A/B test:** 10 variations in a 4 months period

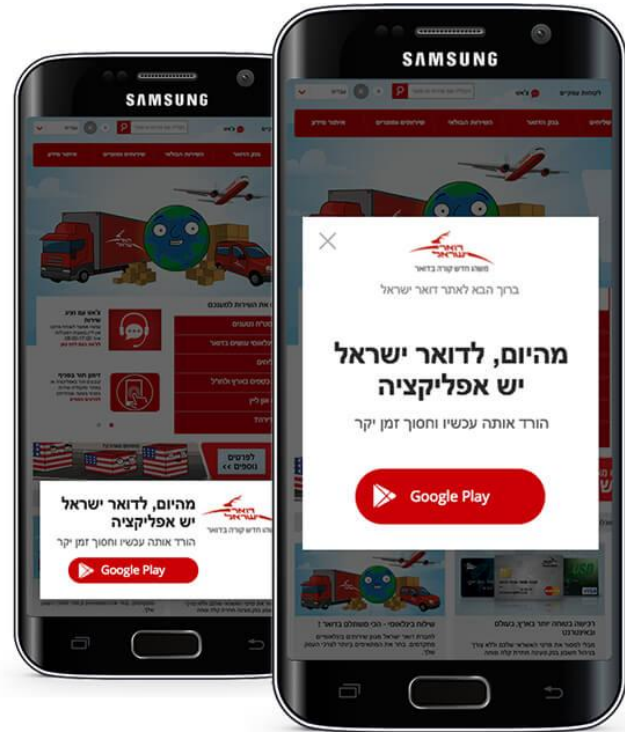


Android strategy

Goal: Generating more app downloads.

People who have downloaded the app will be able to schedule appointments easily.

- **Audience:** New & returning visitors that didn't download the app yet.
Mobile phones, Android 5+.
- **Triggers:** 6 sec time duration, behavioral targeting, event conditions.
- **A/B test:** 7 variations during 4 months period.



Results

More than expected :)

App downloads increased in hundreds of percentage.

Waiting time on lines was reduced tremendously and service improved accordingly.

Website UX was improved and App engagement increased accordingly

+980%[↑]

 Uplift for iOS apps downloads

+580%[↑]

 Uplift for Android apps downloads

We're Adoric

Our energy has many perspectives.

Sometime, we're the nice lady that offers help behind the cashier. Occasionally, we're the slick salesman you always wanted. In the holidays, we always dress up. and yes, we can write.

Let's talk.

Let's talk

I've got some conversion tips to share



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