



**42 127** new couriers  
**166 730** new clients

Were attracted by Gravils for the delivery app Borzo\*  
during 13 months of collaboration

\*Formerly the apps Wefast and Mr. Speedy, and Dostavista as well



# About Borzo & Dostavista

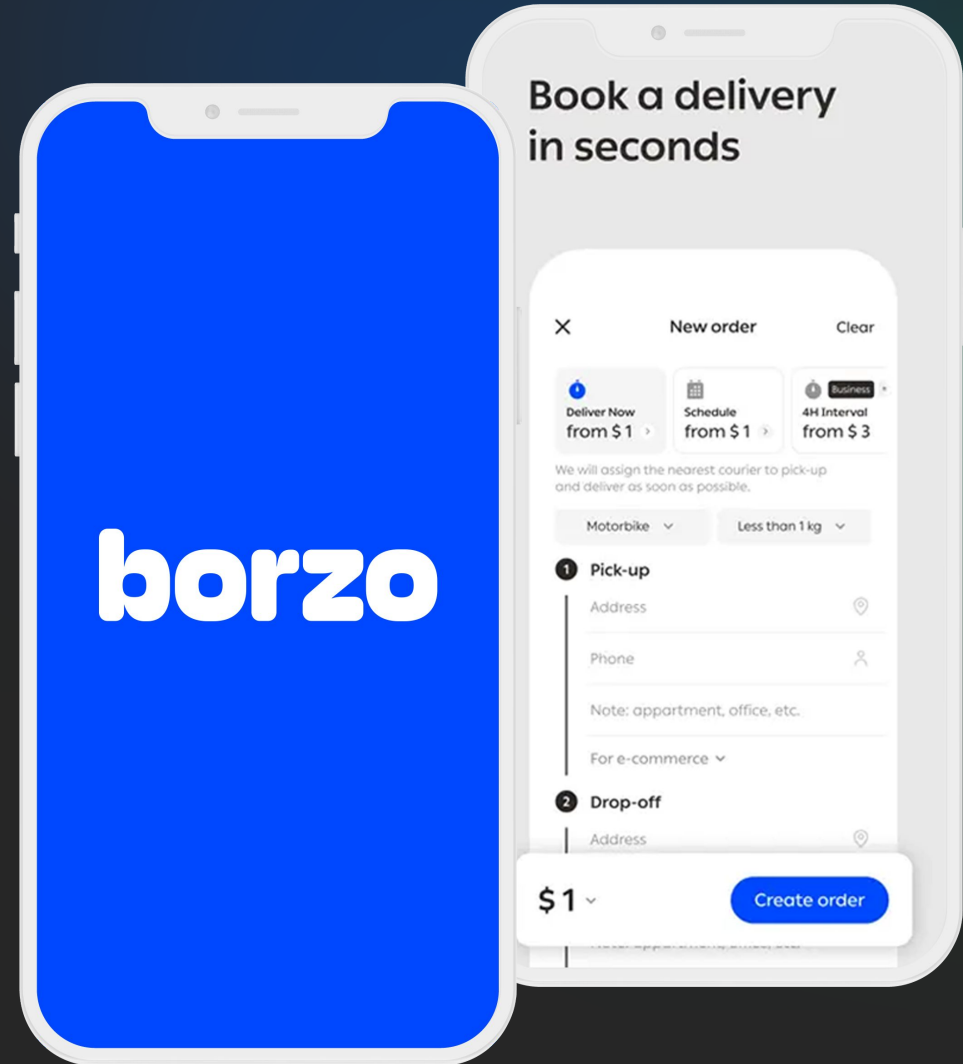
Borzo and Dostavista are courier services which have provided fast and flexible delivery since 2012

**10**  
countries

**100+**  
cities

**2,5M+**  
couriers

**3M+**  
clients



About Borzo and Dostavista



# Collaboration Goal

Acquire the maximum number of users in the selected countries





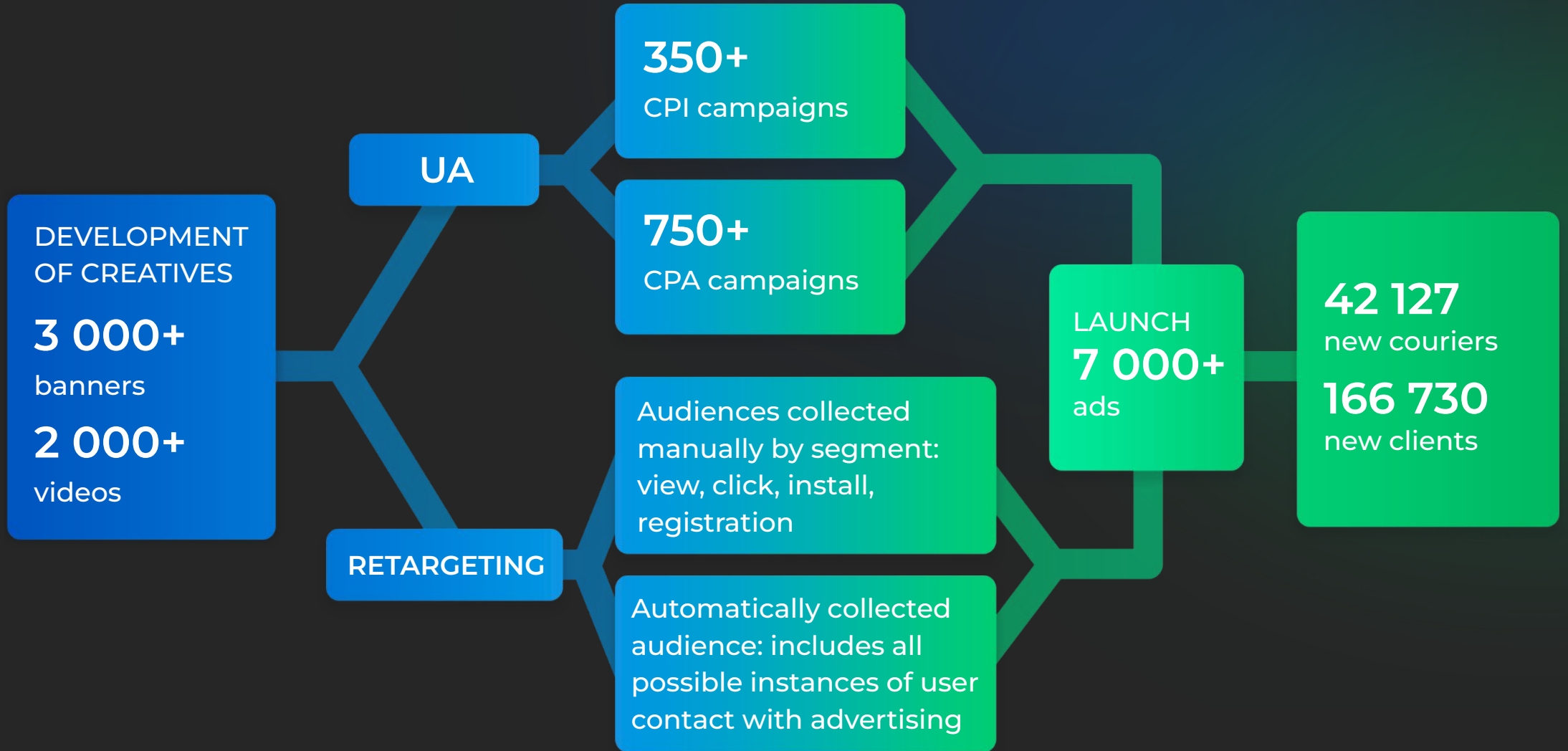
# How we worked

Collaboration model: CPA\*.

Traffic sources: Facebook, Instagram & Google Ads.

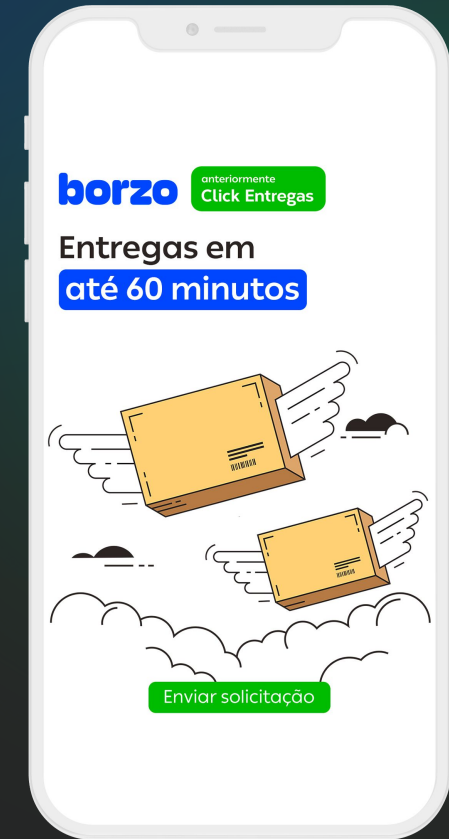
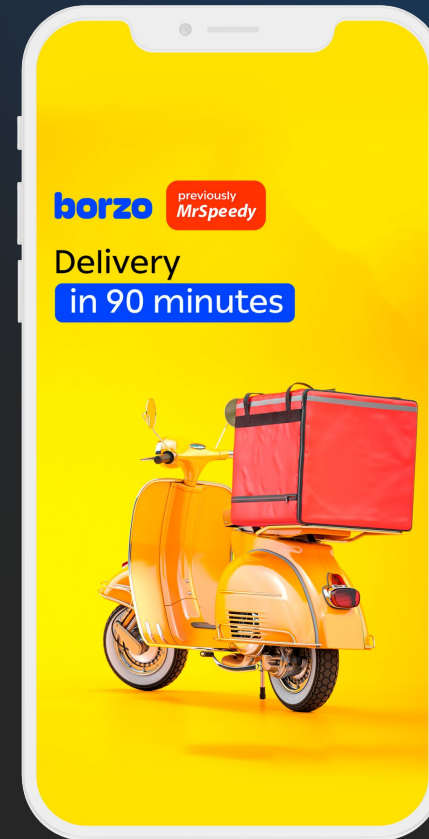
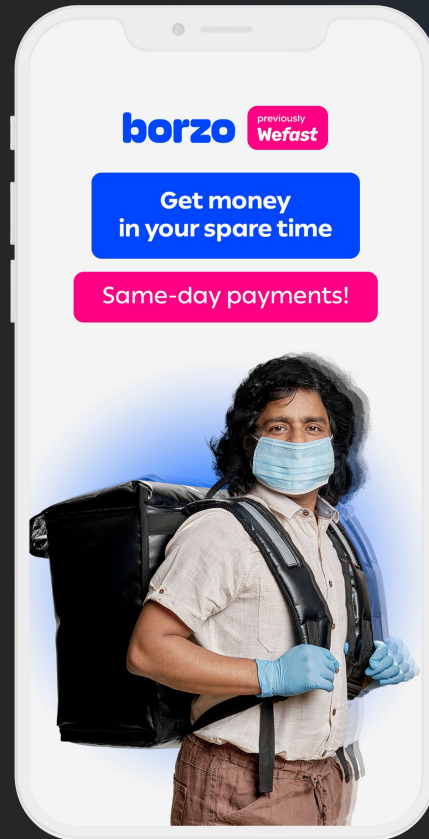
\*with payment for a new client's first order, as well as for attracting a new courier

# Strategy





# Creatives





# Attracting couriers

In addition to the main campaign, Gravils also attracted couriers, as there were not enough couriers to fulfill a large volume of orders from new customers.

**42 127 couriers** were attracted during 13 months of collaboration with Borzo

The most couriers were attracted in Indonesia, Malaysia, Russia and Vietnam



Attracting couriers

# Results

166,7k

New clients\*

42,1k

Couriers attracted\*

32%

CR by clients\*\*

23%

CR by couriers\*\*

\*over 13 months via traffic acquired by Gravils

\*\*From install to purchase

# Feedback



“

Highly professional team that is a pleasure to work and communicate with. Partnership with them feels open, reliable and easy. They have done a really great job for our growth.

Anastasia,  
Affiliate marketing manager Borzo

”



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