



4 670 first purchases

Gravils generated for the food delivery service VkusVill during the 4 months of collaboration (August — December 2021)

VKUSVILL — ALWAYS FREE DELIVERY





About VkusVill

VkusVill is a brand of healthy products for a healthy diet, a supermarket chain and a free delivery service

58

cities in Russia

85%

of goods are made in Russia

10 000+

items

175 000+

orders per day





Task

Attract new online customers
with Huawei Ads platform



Geotargeting

55 regions of Russia

● Active regions

Huawei Ads in Russia
Percentage of users **11%**
CPM **1\$**
CPI **0,35\$**

Over 50 million monthly active users

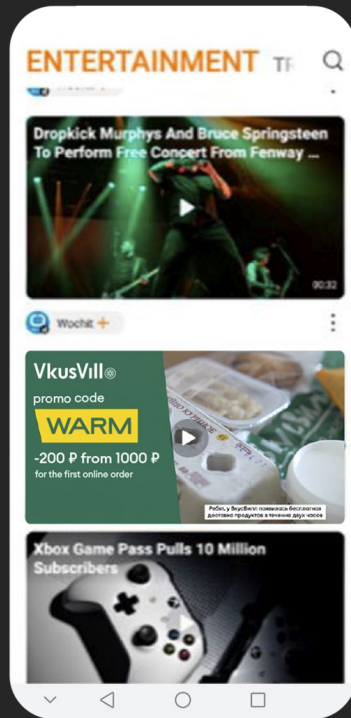


Advertising formats

Tested more than 25 formats on different placements



Ads on the welcome page



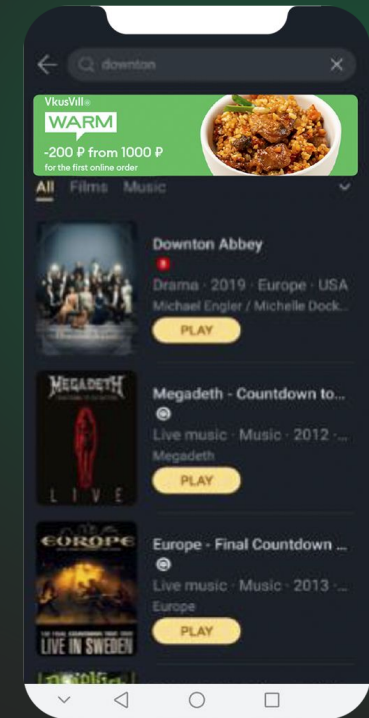
Native ads



Rewarded ads



Fullscreen ads



Banners

400+ different creatives

Results

137%

KPI completion percentage

106k

of installs

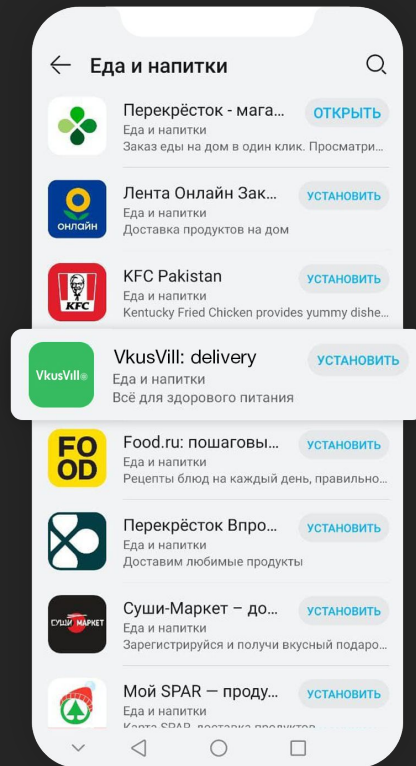
4 670

first purchases
from new users

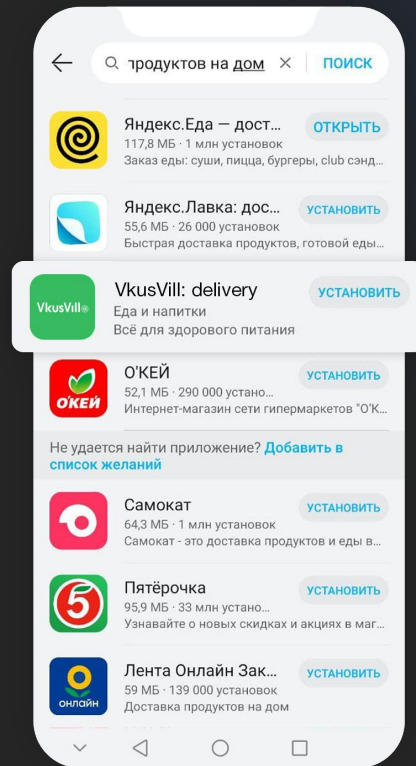
AppGallery organic traffic growth by over 400%

Additional effect

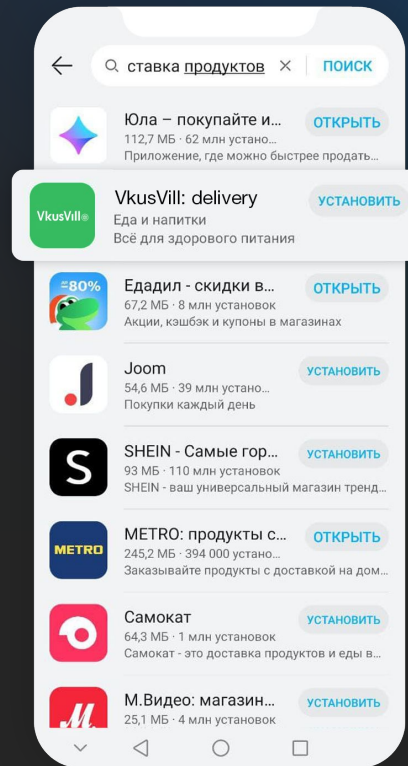
Growth of positions in categories and key queries in AppGallery



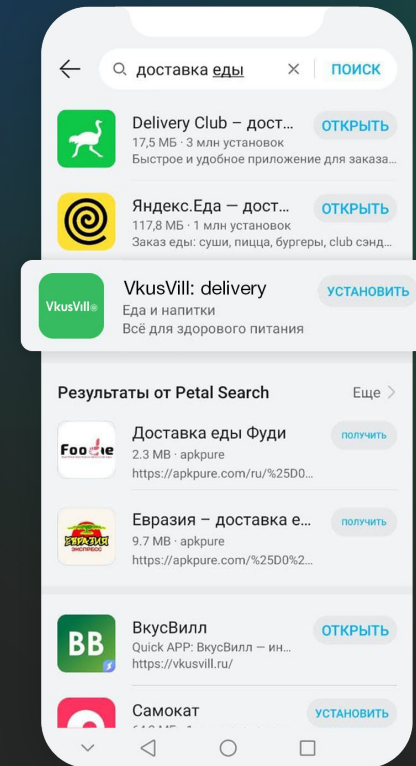
4th place in the "Food and drinks" category



3rd place in "Food Delivery"



2nd place in the "Food Delivery" category



3rd place in the "Food delivery to your home" request

Average organic installs at start ~ 100



Contact us

You can reach your KPIs and
even more with Gravils

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