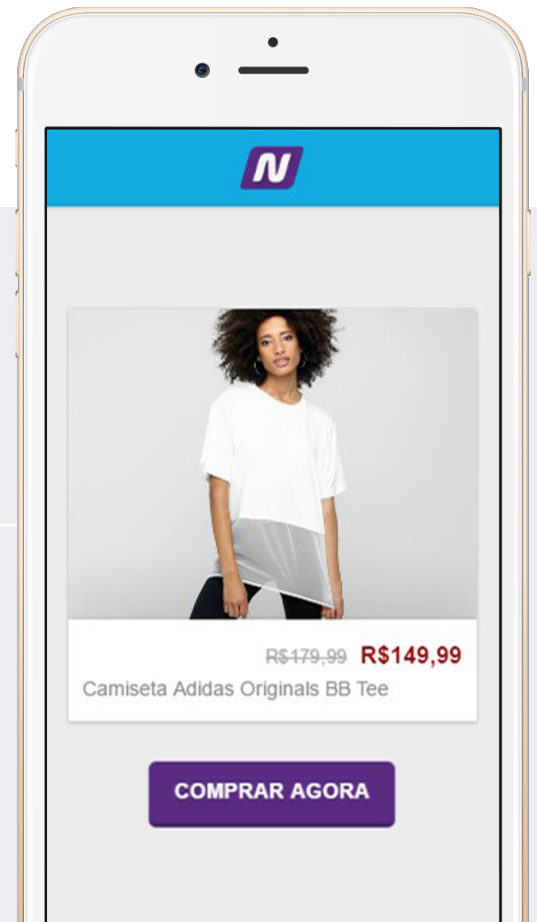


## Profile

Netshoes is a leading Brazilian retail app specialized in sporting goods. It allows customers to view products that match their shopping or surfing profiles and complete in-app purchases online.



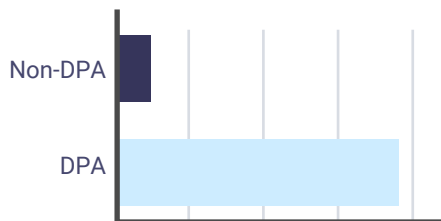
## The Challenge

Reconnecting Netshoes with their customers, in order to drive user engagement and sales during the competitive Christmas season.

## The Solution

Jampp's DPA technology enabled Netshoes to show specific ads according to each customer's in-app behavior. Targeting users with dynamic messages ensured the advertised products were relevant to the app users' interests considering their previous product searches.

### Click-Through Rate



**5.5x**

boost in CTR

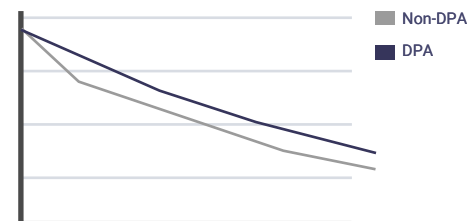
### Conversion Rate



**50%**

increase in conversions

### 7 Day User Activity



**7%**

lift in user activity



**Natália Dias**

Mobile Product Manager

*"Traffic and revenue has bolstered since deploying Dynamic Product Ads with Jampp. We no longer have to worry about how relevant the ads are for our users and can scale our product line efficiently."*