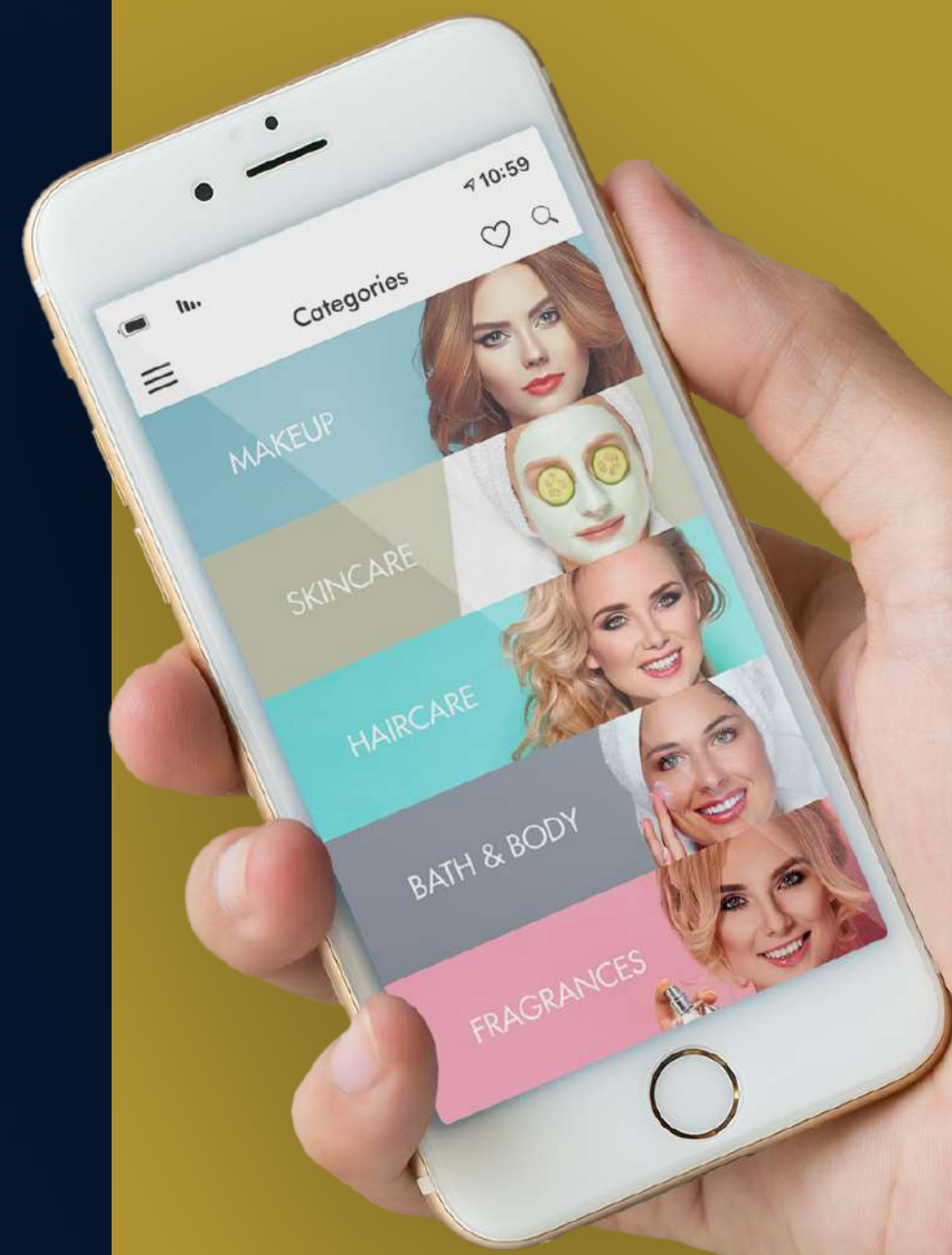


BOUTIQAAT GROWS ITS MOBILE APP USERS WITH EDGE SOCIAL.



BACKGROUND

Boutiqaat is the first and largest social commerce platform in the Middle East. It features a vast collection of over 1000 international brands and more than 500 celebrity partnerships to explore via the app or website.

Boutiqaat has quickly become the Middle East's online shopping destination by launching its Mens Collection in addition to the existing Womens Collection.

Boutiqaat was looking for a trusted partner to boost its user acquisition efforts in the MENA region on iOS. The main goal was to drive quality, segmented, targeted, and paying users.

GOAL

APPROACH

Edge Social leveraged its in-house creative studio to increase app exposure and user engagement. The studio produced tailor-made video ads for multiple markets.

Using its own tech and proven methodologies, Edge Social successfully scaled Boutiqaat's mobile acquisition strategy in UAE, Saudi Arabia, Kuwait, and Qatar, striking the right balance between quality and quantity when it comes to results delivered.

Beyond that, Edge Social combined the power of its proprietary technology with a unique creative analysis tool to gear all the campaign's creatives for success and, ultimately, help Boutiqaat thrive.

RESULTS

MARKETS	NEW USERS
3 UAE SA KW	+50K APP INSTALLS

"We love working with Edge Social on our user acquisition. Edge Social professional creative team, campaign managers, and client success managers provide us with a very positive experience, as well as detail- and performance-oriented approach.

We look forward to growing our partnership with Edge Social and highly recommend them to anyone who needs excellent user acquisition campaigns."

Aaryan Kapur, Digital Marketing Manager



MEET EDGE SOCIAL

Edge Social is a performance-driven world leader in mobile app user acquisition and monetization that uses its know-how, exclusively operated digital assets, data science, proprietary technology, and in-house creative lab to create highly targeted campaigns and acquire paying users for leading mobile apps in a wide variety of verticals.