

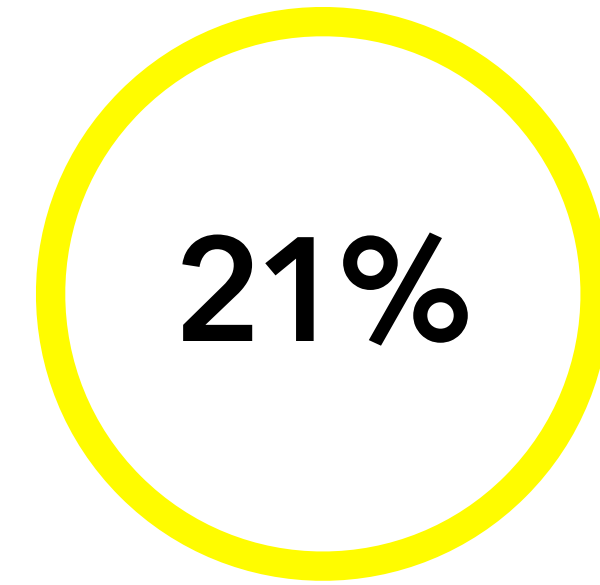


# iFood App Install

Products Used:  
Snap Ads + App Install

iFood, a food delivery application, partnered with Snapchat to run their first App Install campaign in Brazil.

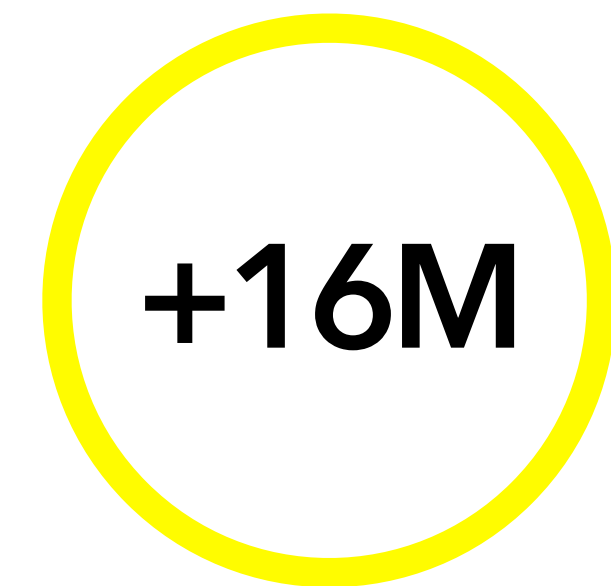
Their campaign quickly proved Snapchat as a true performance tool and the value of its audience to drive user acquisition and direct revenue growth.



*Install Rate*



*eCPI*



*Impressions*

Source: Snap Inc, Internal Data





# iFood

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**Objective:** iFood, a food delivery application, was looking to not only acquire new users but also drive first orders.

**Solution:** The app first tested Snapchat in September 2017 and returned in the subsequent months, quickly tripling their initial investment. Their Snap Ads commanded action from Snapchatters, who after Swiping Up were taken directly into the app store to download the app. iFood obtained an install rate and eCPI beyond expectations.

Their first app install campaign in Brazil was able to prove Snapchat as a true performance tool and the value of its audience to drive user acquisition and direct revenue. They continue to use Snapchat as a great value add.

Source: Snap Inc, Internal Data

