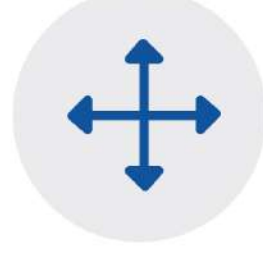SPINTA

LAUNCHING DOFY INTO THE FUTURE FT. SPINTA

100%+ increase in reach

75% increase in app downloads

80% increase in impressions

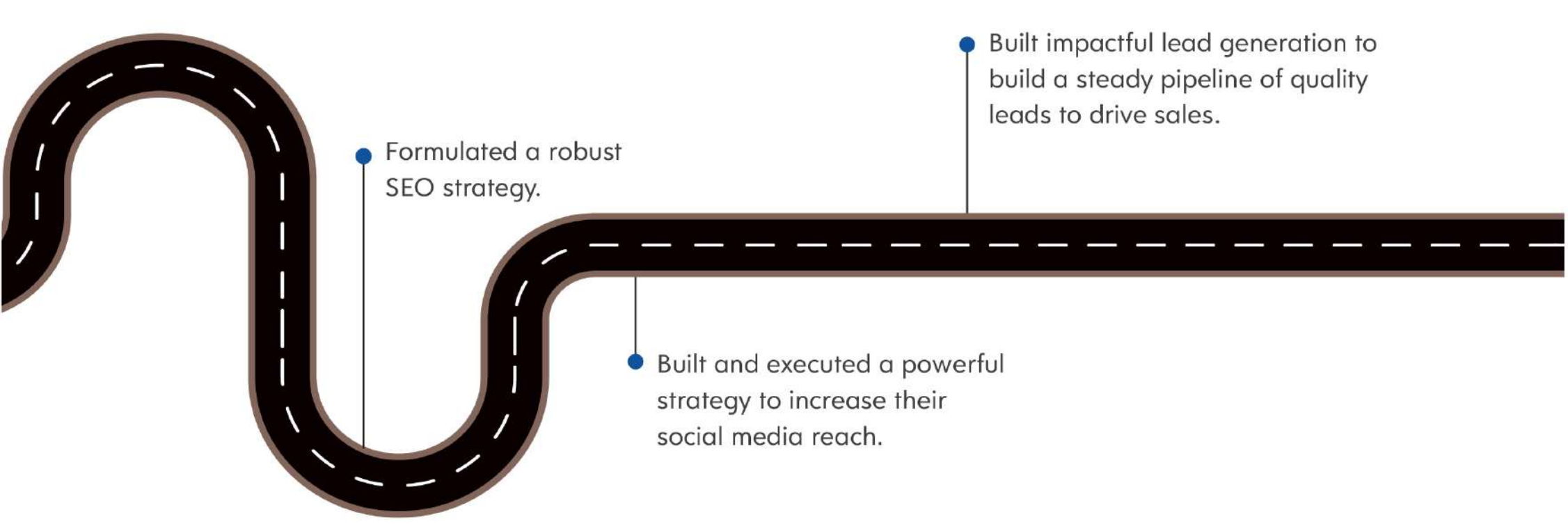## WHAT IS DOFY AND WHAT DO THEY DO?

Dofy provides the customers the right price for their products at their doorstep while being a one stop shop for all their mobile needs. Their services include smartphone buy back and refurbishing, smartphone accessories and mobile phone repair and recycle.

DOFY

DOFY'S ASK

Dofy wanted to target the right audience for their mobile application by reaching out to more customers in order to increase the number of people who would install their app. Additionally, they had their eyes set on creating a very strong social media presence.

ROADMAP TO DOFY'S SUCCESS

Built impactful lead generation to build a steady pipeline of quality leads to drive sales.

Formulated a robust SEO strategy.

Built and executed a powerful strategy to increase their social media reach.

HOW DID WE PULL IT OFF?

Prior to the app's launch, we were able to tap into our analytics expertise in order to gather data that would help us understand Google rankings from a holistic standpoint. Then, we were able to incorporate these insights to ensure that the app ranks higher. Due to our long standing history with SEO expertise, we were able to craft engaging content that was optimised for the web and the users.

	Total Impressions	Total Interactions	Total Leads
GOOGLE ADS	418526	40784	40784
FACEBOOK ADS	4260026	13760863	925
INSTAGRAM ADS	4260026	13760863	983

We executed several ad campaigns on multiple channels in order to fine tune the right fit for customer targeting. Our campaigns drove app installations, strengthened digital presence due to influencer campaigns, and generated leads through website campaigns. We used a variety of channels- Youtube, Instagram and Facebook to run these successful campaigns, which helped us gain rich and insightful metrics.

By working with Dofy's team, we were able to launch their app into a steady growth curve. Across social media touchpoints, web campaigns and installation campaigns, we ensured that impactful information was communicated by fine tuning their user targeting. Thus, driving high quality leads to reach out and engage with the app.

DOFY
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DOFY
Money, Money Money - Dofy!
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DOFY
Knock Knock!
We are here to buy your old phone! Just open the door!

DOFY
In just **1 Day** you can sell your device at your **DOORSTEP!**
DOFY