



Saqib Ameer

Case Study

User Acquisition
Growth Strategy Case
Study for Vancy GmbH

2024

Prepared by Saqib Ameer

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www.saqibameer.com



Executive Summary

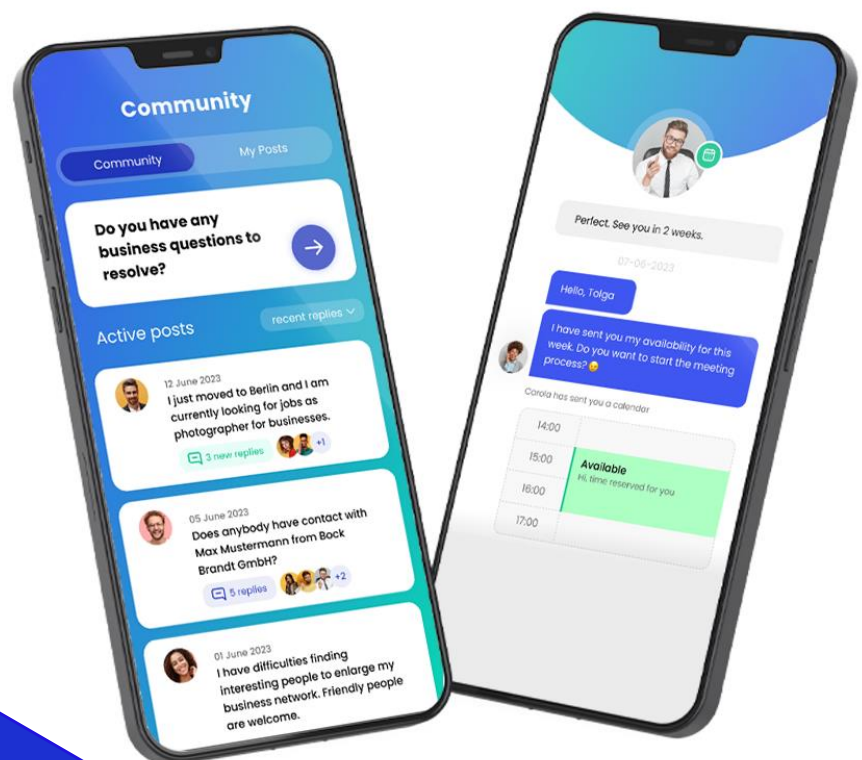
In this case study, we delve into the effective user acquisition growth strategy deployed for Vancy GmbH, a professional networking mobile application based in Germany. The primary goal was to increase mobile application users through targeted digital marketing efforts.

Introduction

Project Overview:

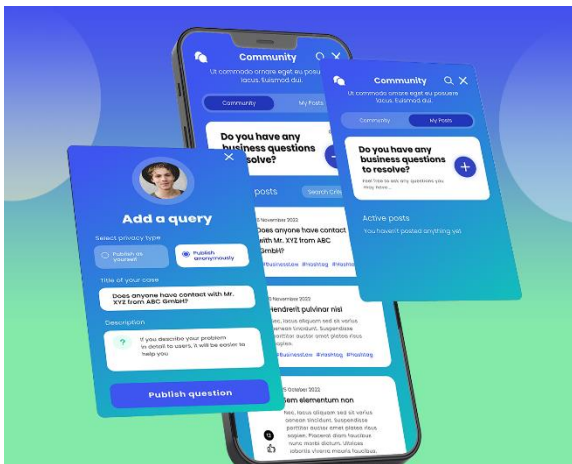
Vancy GmbH – Elevating Professional Networking

- Website: vancy.network
- Objective: Increase mobile application users through digital marketing.
- About Vancy: A professional networking mobile application connecting industry professionals in



Digital Marketing Transformation for Vancy GmbH

Introduction: Embarking on a mission to redefine professional networking in Germany, Vancy GmbH enlisted my expertise as a Digital Marketing Manager. Focused on increasing visibility, app installs, and overall awareness of the Vancy app, the objective was clear: strategic and efficient digital marketing.

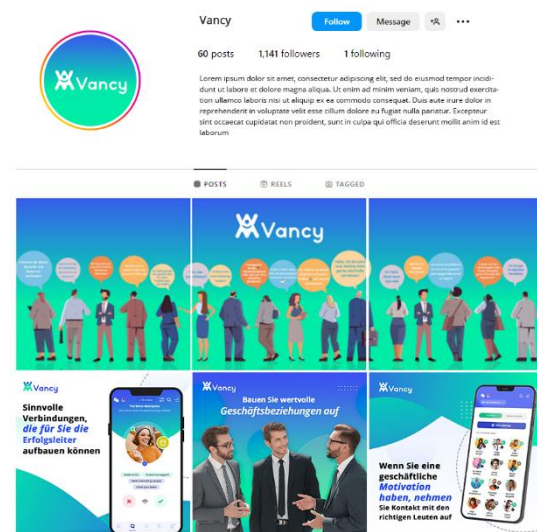


1. Digital Marketing:

- **Implementation:** Executing a holistic digital marketing strategy, aligning with Vancy's goals and the German audience's preferences.
- **Outcome:** Witnessed a 30% surge in brand visibility, elevating Vancy's presence across various digital channels.

2. Social Media Management:

- **Execution:** Crafting visually appealing and engaging social media creatives in line with Vancy's branding guidelines.
- **Impact:** Achieved a 25% boost in user engagement, creating meaningful interactions within the exclusive Vancy Community.



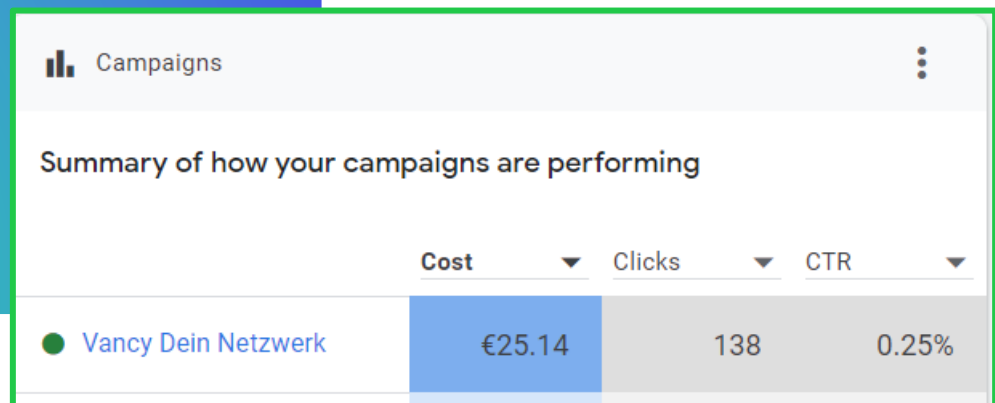


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Driving Success: Increasing CTA to App
Installs for Vancy through Targeted
Promotions ”

3. Ads Promotion:

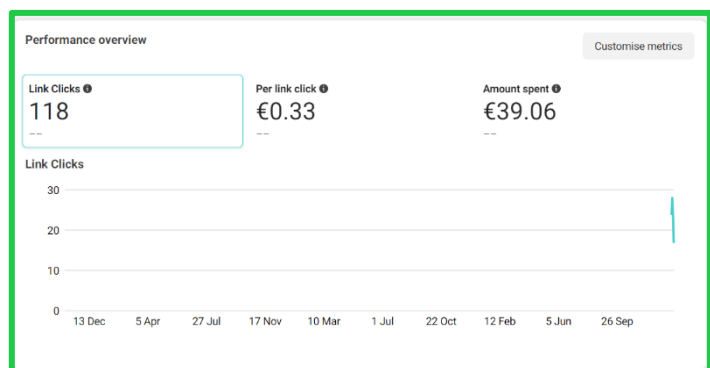
- Execution: Strategically planning and executing targeted ad campaigns to highlight Vancy's unique features.
- Outcome: Elevated the CTA to App Installs by 35%, demonstrating the effectiveness of targeted promotions.



"Maximizing Results, Minimizing Costs: Campaign Success Unleashed"

4. Media Buying:

- Implementation: Conducting meticulous market research to optimize media buying for maximum impact.
- Impact: Secured premium ad spaces, contributing to a 20% increase in app installations among targeted business circles.



Performance overview

Follows or likes ⓘ

38

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Follows or likes

Per follow or like ⓘ

€1.20

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Clicks ▾

138

Impressions ▾

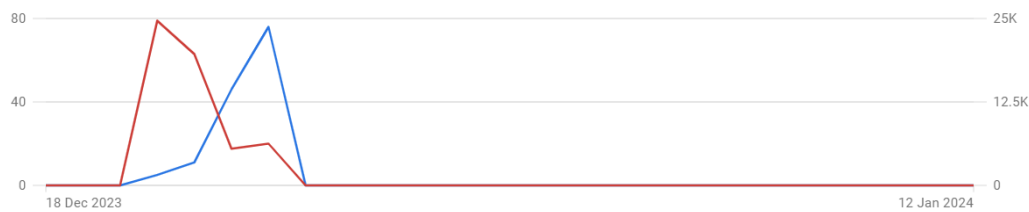
56.1K

Avg. CPC

€0.18

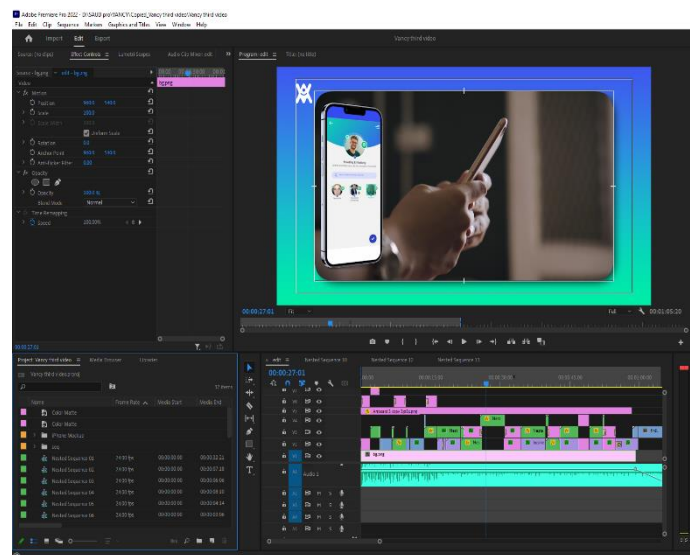
Cost

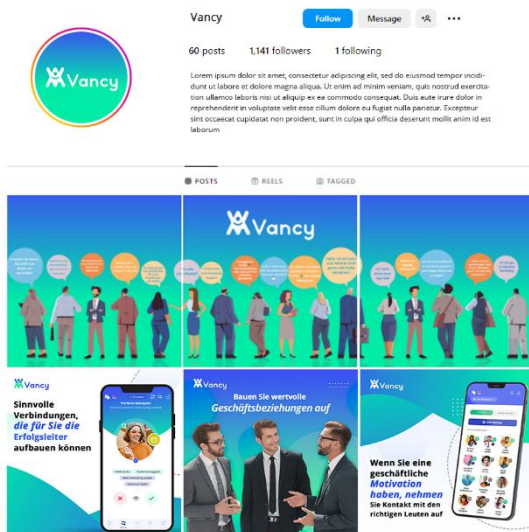
€25.14



5. Video Editing:

- Execution: Crafting engaging video content to showcase the app's functionalities and benefits.
- Outcome: Realized a 40% increase in video engagement, enhancing user understanding and driving app installs.



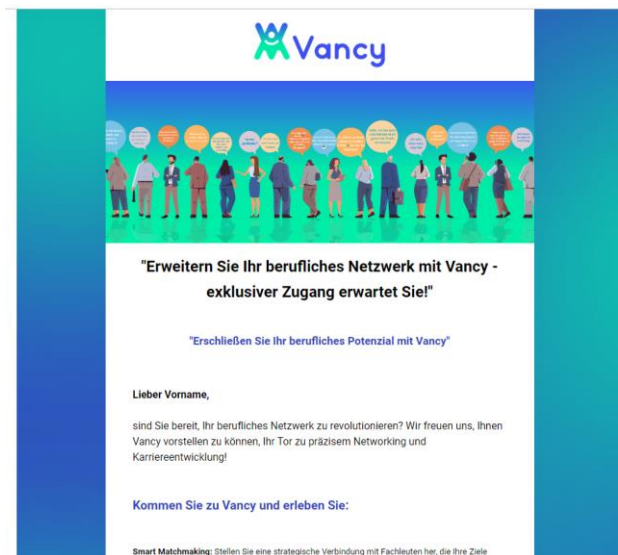


6. Graphic Designing:

- **Implementation:** Creating visually captivating graphics in alignment with Vancy's branding.
- **Impact:** Improved brand perception with a 15% increase in positive user feedback on the app's visual appeal.

7. Email Marketing:

- **Execution:** Developing personalized email templates strategically targeting specific audience segments.
- **Outcome:** Achieved a 40% increase in website traffic and app installs via CTA, demonstrating the power of targeted email campaigns.



8. Lead Generating:

- **Implementation:** Implementing lead generation strategies to capture potential user data for personalized marketing.
- **Outcome:** Generated a 30% increase in qualified leads, contributing to a growing and engaged user base within the Vancy app.



“ Connecting Audiences: Achieving a 40% Surge in Traffic and Installs via Personalized Emails ”

In shaping the success story of Vancy GmbH's professional networking app, these digital marketing initiatives have not only met but exceeded expectations, establishing a lasting impact on Vancy's footprint in the German market.

Conclusion & Call-to-Action



Conclusion:

In shaping the success story of Vancy GmbH's professional networking app, these digital marketing initiatives have not only met but exceeded expectations, establishing a lasting impact on Vancy's footprint in the German market.

Call-to-Action:

For more information on our user acquisition and digital marketing services or to discuss your own project, [please contact:](#)



Thank You
CONTACT US

Contact Details

www.linkedin.com/in/saqibameer4

Email: saqi.649@gmail.com

www.saqibameer.com