



## App downloads increased by 60% for mobile, using a web personalization

### BACKGROUND

OLX is a world leader in classified ads. Their website and mobile app focuses to emerging digital markets and their consumers. It allows users to sell and buy things at the best price in their city or region and allows visitors to search and browse without making an account.

In 2015, the OLX Romania mobile app for iOS, Android and Windows phone was downloaded on almost 2 million mobile devices. There was a significant increase of 190% in download rates for December 2015 compared to the same time in 2014. Successfully recording approximately 140k monthly downloads, the OLX mobile app was number one in the Lifestyle category for iOS and Windows phones and number one in the Shopping category for Android.

Recording an average of 1 million new classified ads on a monthly basis, OLX Romania has an average of 30 Million plus visits monthly, with the most visited categories being electronics, automotive and real-estate.

### CHALLENGE

OLX wanted to communicate with its audience using a more personalized approach. Delivering the right message at the right time is always a challenge behind a digital screen. Personalization has an ability to make users feel important and the intuitive audiences of today, will notice the personalization technology offering them a customized journey.



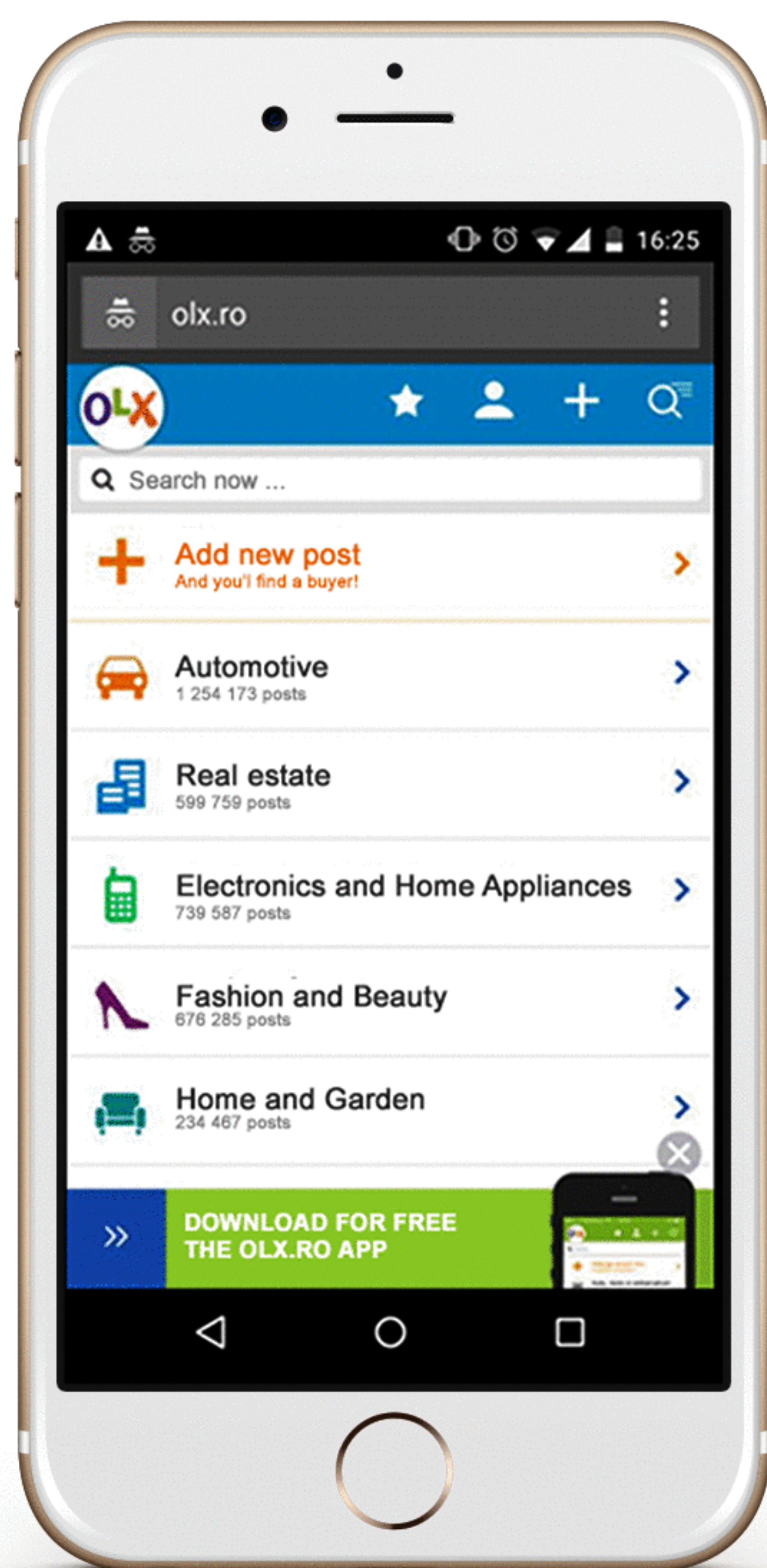
The goal of this experiment was to create and display a customized experience that would stimulate visitors to download the OLX mobile app. Having in mind the goal, this experiment was based on the hypothesis that if we display a personalized message on the banner, then the OLX app download rate will increase.

## SOLUTION

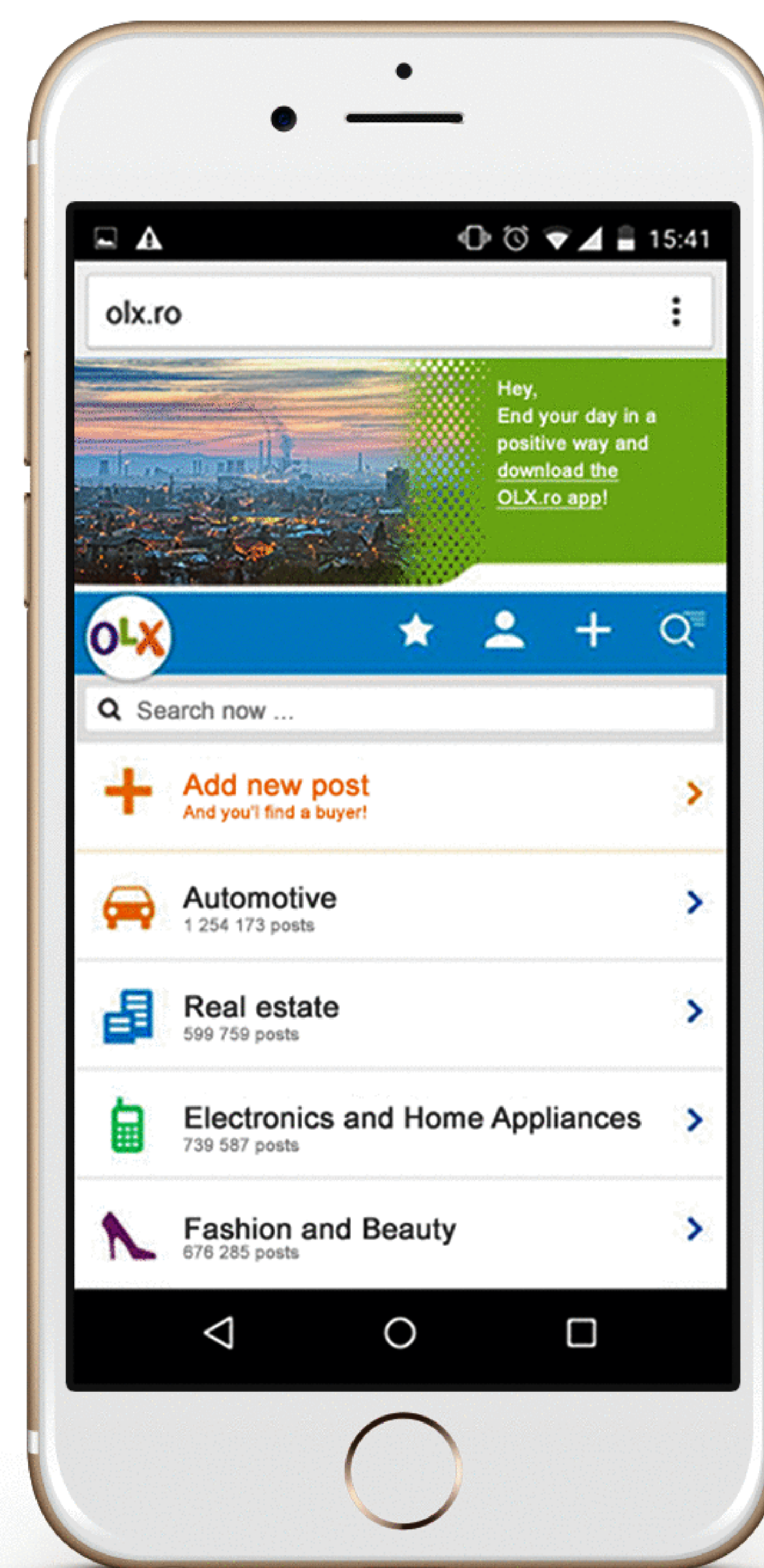
The Omniconvert treatment started by including the traffic from Muntenia, the largest region in Romania. Within this traffic segment, we tested 20 images containing representative buildings and surroundings from the locality of Muntenia. This was made to make visitors feel familiar and 'at home' while using OLX.

Location segmentation played a crucial part and showing images from that region was highly effective. Along with the right words at the right time, these elements worked together to create a personalized experience and stimulate visitors into downloading the mobile app.

The unique images from Muntenia, were displayed in four main time frames of the day. They also contained a different message copy in each variation.

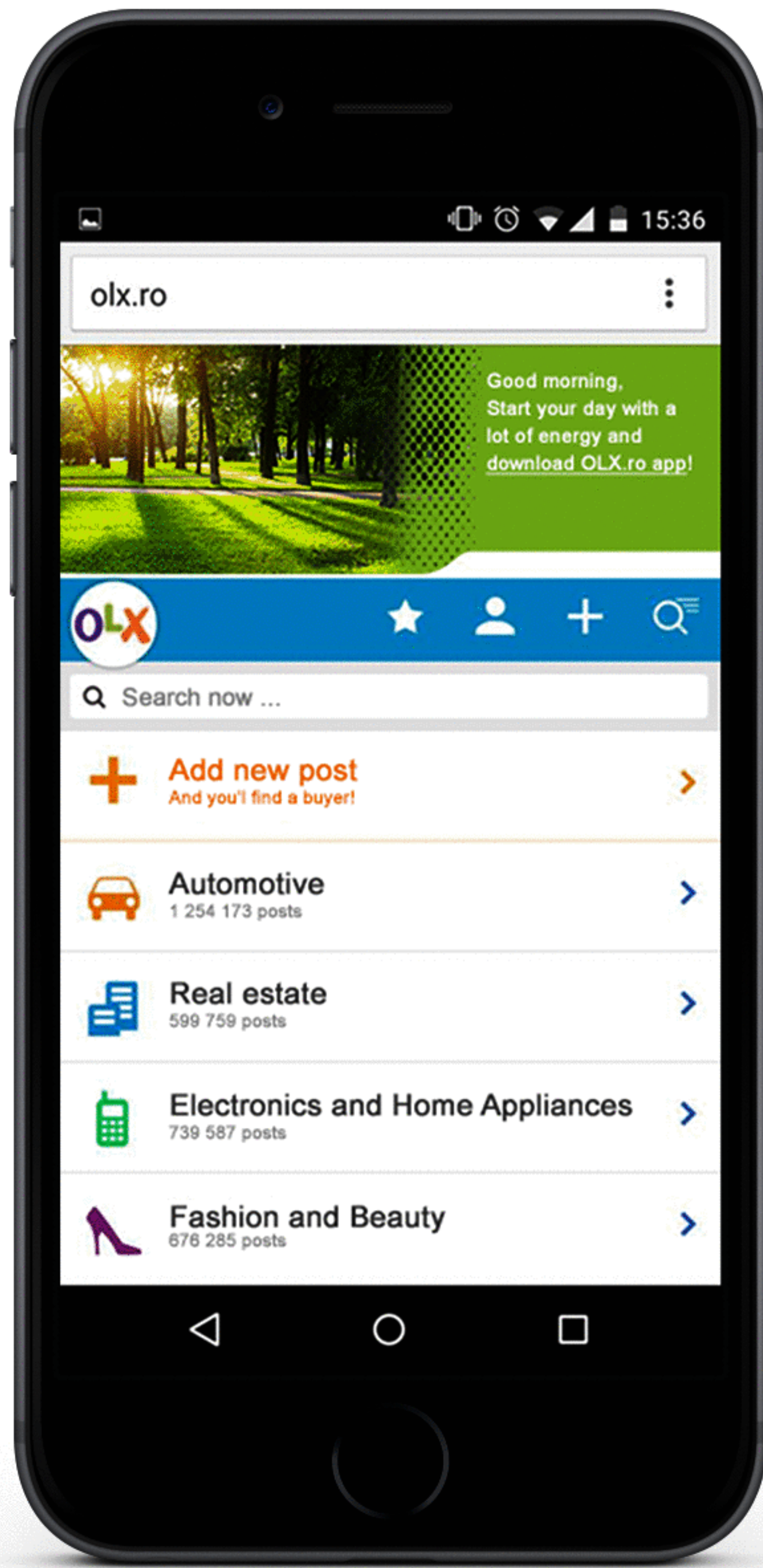


Original version



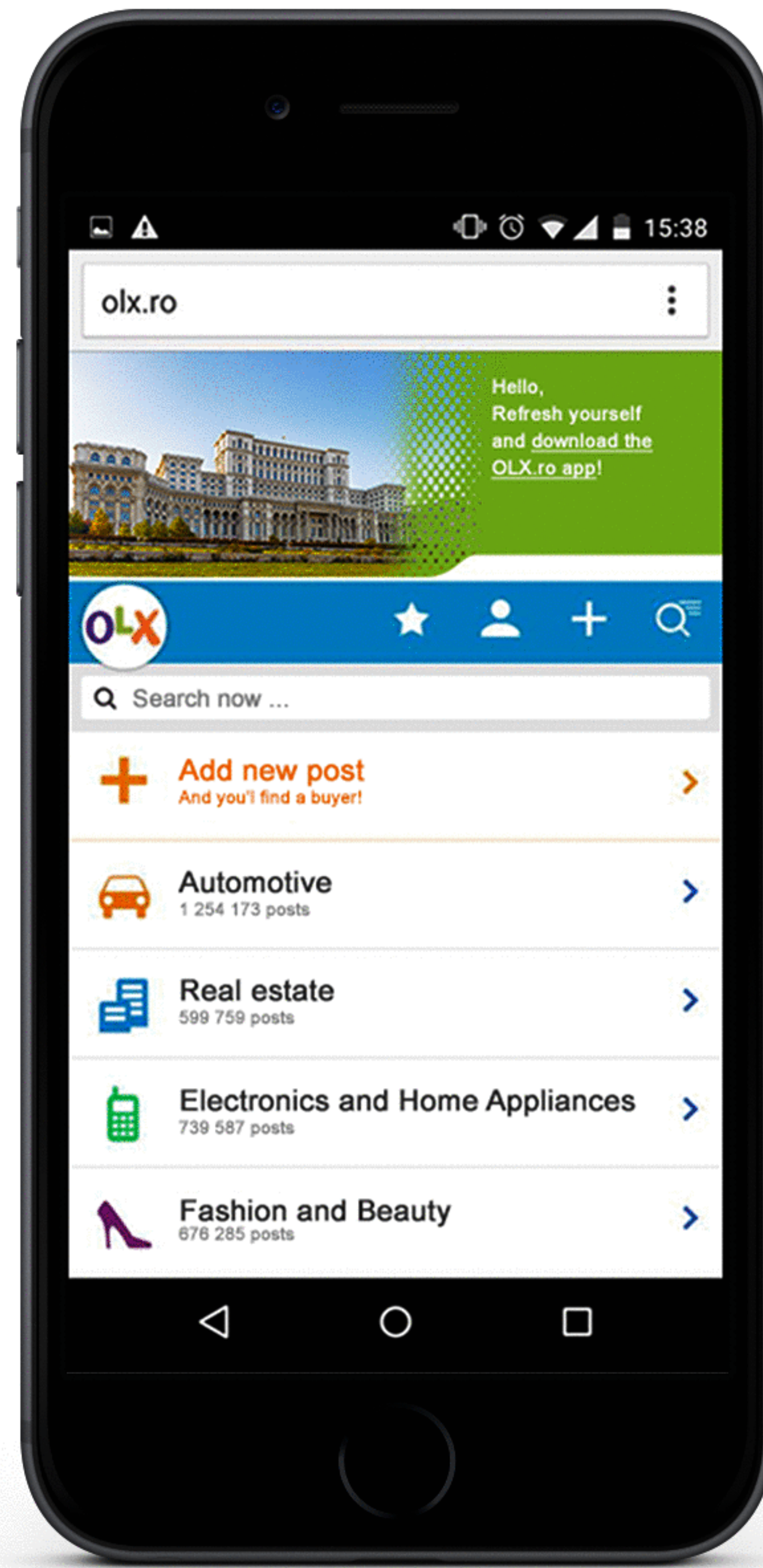
Variation sample





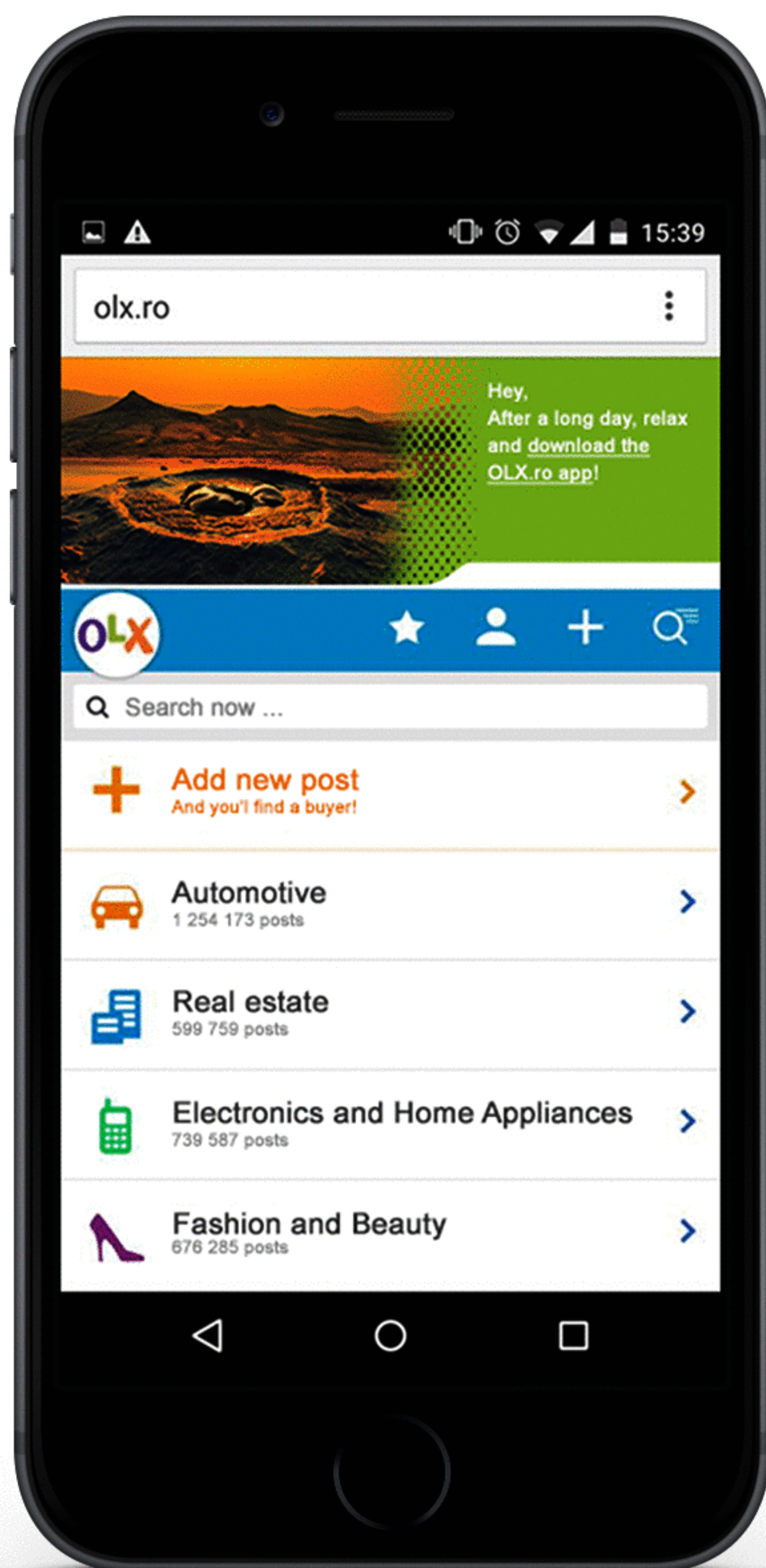
**Version #1**

Time: Morning (05:01 hrs to 12:00 hrs)  
 Message: Good morning, Start your day with a lot of energy and download the OLX.ro app!



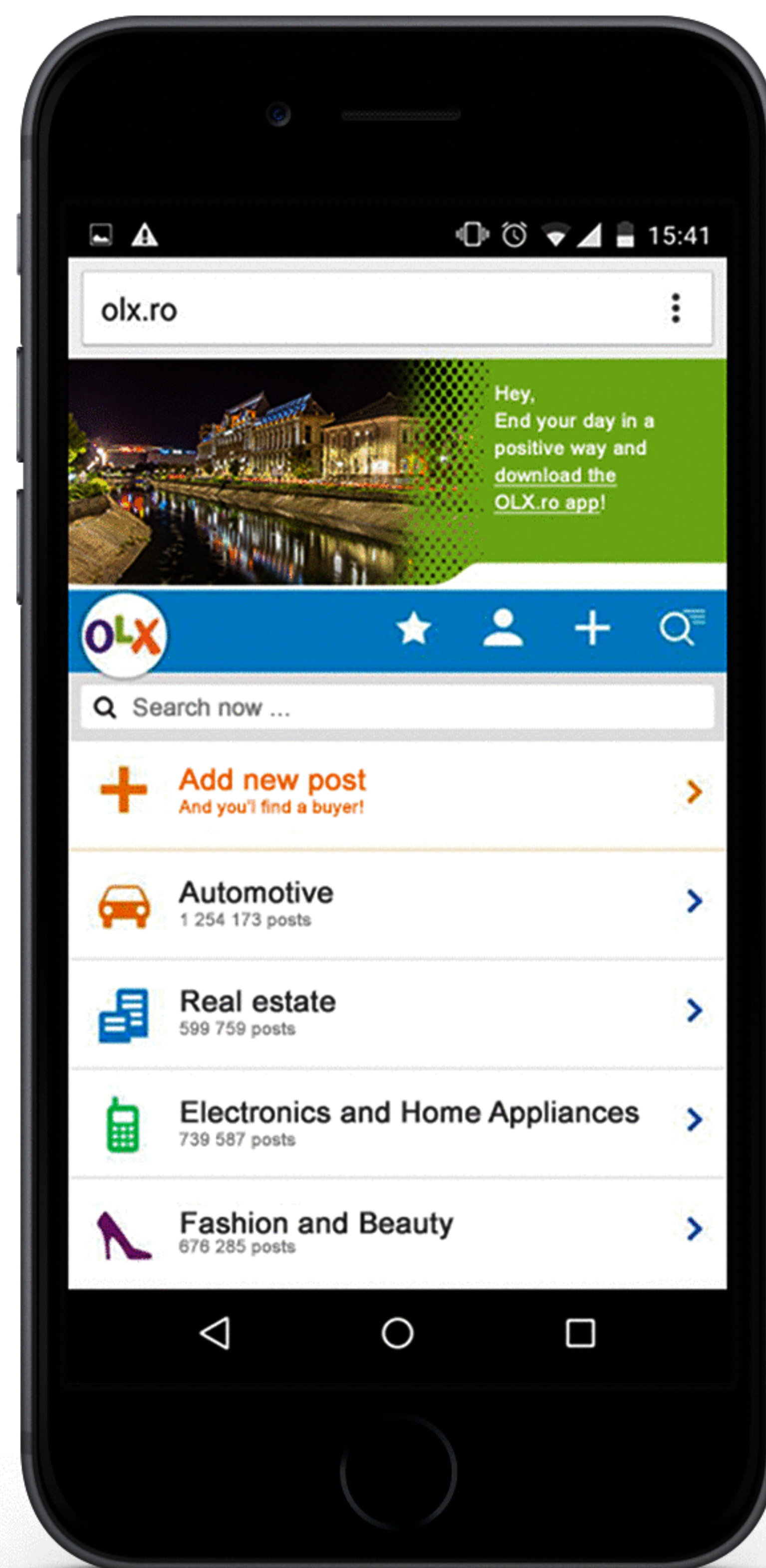
**Version #2**

Time: Afternoon (12:01 hrs to 17:00 hrs)  
 Message: Hello, Refresh yourself and download the OLX.ro app!



**Version #3**

Time: Evening (17:01 hrs to 0:00 hrs)  
 Message: Hey, After a long day, relax and download the OLX.ro app!



**Version #4**

Time: Night (00:01 hrs to 05:00 hrs)  
 Message: Hey, End your day in a positive way and download the OLX.ro app!



## RESULTS

The on load web personalization test was conducted for a period of 14 days. The traffic was segmented to include all visitors from the Muntenia region that were using a mobile device with iOS, Android or a Windows operating system.

**The test produced the following results:**

*Downloading rate increase of 60% for OLX mobile app*

*Over 99% statistical relevance achieved*

These great results found from testing in Muntenia has helped launch this experiment into all regions of Romania. Using website personalization can be a competitive advantage. Focusing on customers has extraordinary benefits. It is a great opportunity to create a bond with them and create a connection that helps define your brand.

Testing with location targeting, time frame targeting and inserting details that are relevant to the user will impress them and stimulate them to convert. The biggest challenge in personalization is to create a psychological connection with your customers and a relationship that will last.

If you want to test how a web personalization can positively affect your conversion rate, try the award winning Omniconvert CRO platform. You can also test with additional tools such as surveys, A/B testing and experience the most advanced segmentation engine in the industry.

Start **INCREASING** conversions and skyrocket your website performance today! [www.omniconvert.com](http://www.omniconvert.com)

