

FAVOR

CLIENT PROFILE

Favor is a popular on-demand delivery service with a mobile app that facilitates peer-to-peer deliveries, connecting consumers who need food or other items delivered to their location with a delivery person.

The app provides consumers with an easy to use alternative to other costly delivery services, with a focus on convenience and affordability at the push of a button.

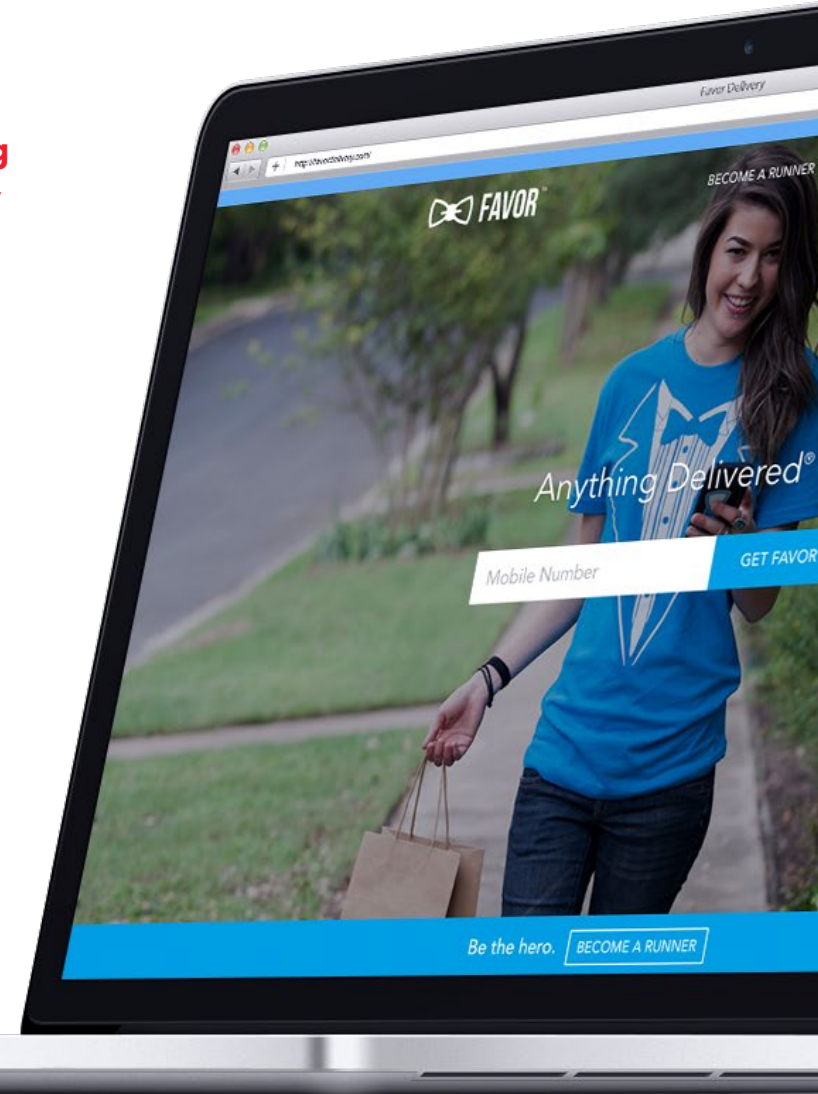
“MUNDOmedia’s dedicated Account Managers and tireless dedication to ensuring consistent ROI on our advertising spend helps Favor achieve record month-over-month growth on an ongoing basis.”

— Favor UA Team

THE CHALLENGE

With the landscape of the sharing economy becoming increasingly competitive and facing direct competition from several established players, Favor connected with MUNDOmedia during Q2 in 2016 to help win market share in select local markets across the United States.

Favor’s primary objective was a lower cost alternative to prohibitively expensive direct media buys. Favor’s secondary objectives were to work with a partner that was capable of doing the heavy lifting for campaign management by optimizing campaigns in real time, and to lower the overall cost of acquisition for new customers.



STRATEGIES USED

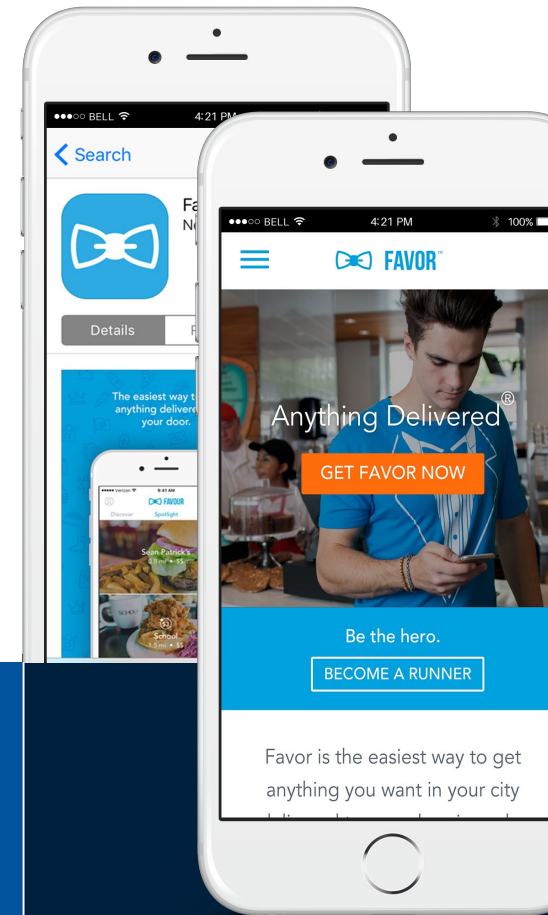
Continuous Optimization. Focus on Value & Quality

- **MUNDOmedia** launched app install campaigns locally targeted to select ZIP codes within Favor's service areas. US cities such as Boston, Charlotte, Houston and Dallas were primary targets. Utilizing direct access to proprietary inventory, **MUNDOmedia** focused on promoting Favor's banner and video creative to an engaged mobile audience at the moment of greatest opportunity.
- To ensure that the client's objectives were met, post-install metrics were monitored in real-time by user acquisition experts. Favor benefited from the peace of mind allowed by diligent campaign management from a highly trained and dedicated team of digital marketing professionals.
- By strategically implementing a sustained media buying plan that incorporated a flexible CPI strategy, **MUNDOmedia's** campaign managers were able to maximize value on advertising dollars spent by adjusting CPIs per placement, yielding a balance between volume and quality on top performing placements.

RESULTS

MUNDOmedia helped reach Favor's acquisition objectives with the following results:

- Significantly reduced Favor's average Cost Per Acquisition, drastically lowering the overhead Favor saw with other partners.
- **MUNDOmedia** helped win market share in highly competitive, locally targeted markets across the US.
- Kept a spotless record of traffic quality, upholding **MUNDOmedia's** reputation for facilitating increases in growth and market share without worrying about brand safety.
- Since beginning their partnership with **MUNDOmedia**, Favor has continued to see unprecedented growth, expanding to additional cities across the United States.



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