

Glovo scales and delivers with MakeMeReach

CASE STUDY



Glovo delivers any local product to your door in an average of 30 mins. From electronics, to food, to flowers, Glovo fills the gap between offline and online commerce - on demand and on mobile.

Scale quickly

In Spain, **Glovo has relied on the MakeMeReach solution as a crucial pillar** in their scale-up strategy throughout the spanish-speaking world.



In September 2017, after roughly two-and-a-half years in business, Glovo decided it was time to scale quickly. In just over a year they've added **more than 100 cities**, and are now active in **22 countries worldwide**. Added to that, they've multiplied their number of orders delivered by 10 - from 1 million in September 2017, to **over 10 million in late 2018**.

Targeting approach

To achieve this kind of growth, Glovo have had to be smart about how they establish their activity in new cities. Their business model is such that **they are not only interested in acquiring new users of the service, but also new delivery people** (called 'Glovers') in each new city.

To get both users and Glovers on board, and ensure each new location started off with a bang, Glovo followed a **two-stage targeting approach** for their Facebook and Instagram advertising campaigns:

In the first stage, focusing on individual suburbs at a time, Glovo used broad targeting to reach males and females aged 20-54 years old.



Then, in the second stage, they built on this initial audience with lookalikes and additional interest-based groups.

Mixed-placement strategy

Glovo pursued a mixed-placement strategy on **Facebook** and **Instagram**, to **keep the campaign fresh** when reaching the above audiences. With a strong focus on **video ads** and **Stories**, the creatives clearly explained Glovo's unique selling proposition, dropping in logos from key brands of the products they deliver, to **build trust**. While following a mixed-placement strategy, Glovo were particularly happy with **Instagram Stories ads**, which saw a **CPA four-times lower than Instagram video ads**.



The hyper-local targeting strategy, combined with clear and concise messaging in the creatives, increased relevancy and led to great results. **For campaigns launching their service in the city of Rosario, Argentina, Glovo saw a 24% lower cost-per-install (CPI), 25% lower cost per sign up and a 60% lower cost per first order**, compared to previous campaigns that didn't feature hyper-local targeting.



24%

LOWER COST-PER-INSTALL

25%

LOWER COST PER SIGN UP

60%

LOWER COST PER FIRST ORDER

...compared to previous campaigns that didn't feature hyper-local targeting.



Irene Vaquero, User Acquisition Manager, Glovo.

"The easy UI of MakeMeReach, coupled with their knowledgeable team, meant that we could create highly relevant campaigns which were hyper-localized in the cities we were looking to launch. Over the last year we've been scaling fast and we have needed partners, like MakeMeReach, to support us in this."