



Case Study

Shopping App

Z2A Digital scaled Temu's global user base by optimizing performance-driven campaigns focused on purchases and repeat orders.

+671% growth revenue in 4 months
+3735% growth downloads



CLIENT'S VISION

Temu seeks to empower consumers by offering low-cost, high-quality products in a seamless online marketplace that prioritizes transparency and customer satisfaction.

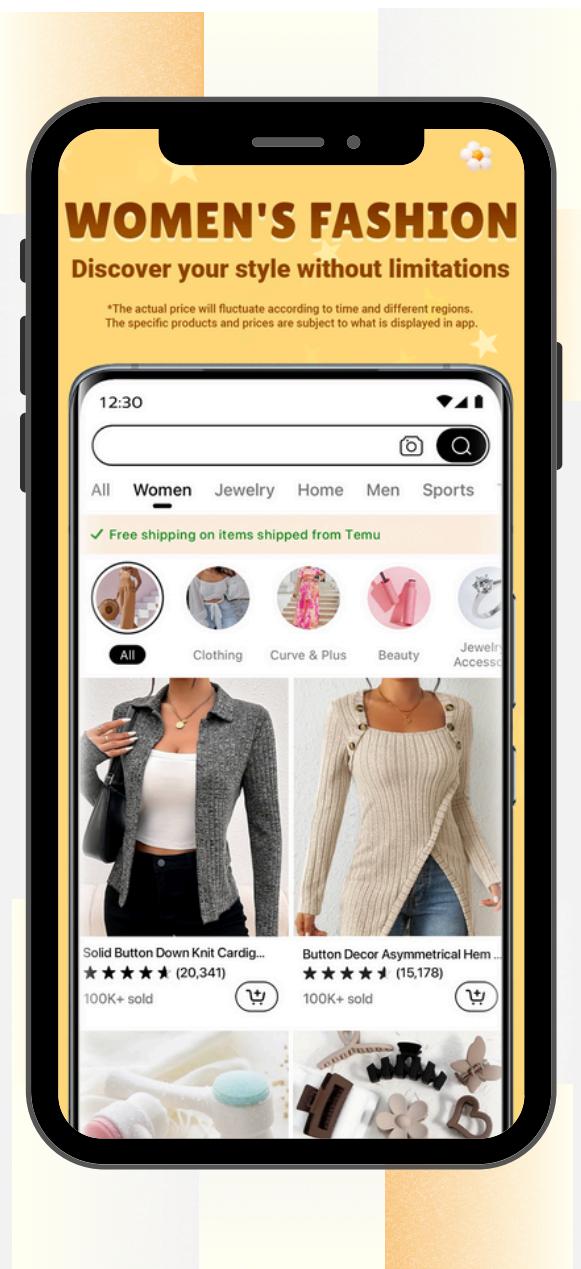
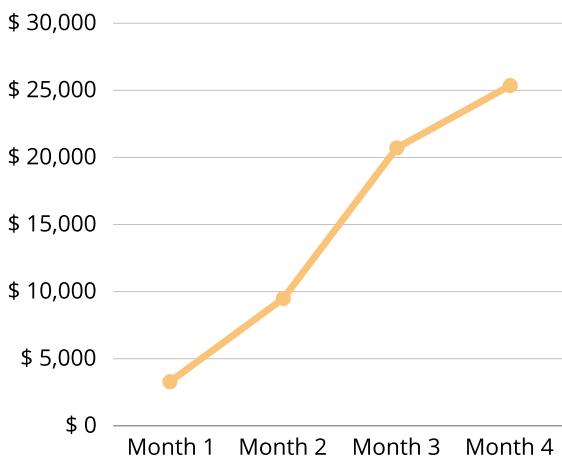


CHALLENGES

Temu needed to drive installs that converted into purchases and long-term buyers in a competitive e-commerce landscape, requiring performance-focused acquisition while ensuring scalable return on ad spend.

AT A GLANCE

MONTHLY REVENUE



Z2A'S APPROACH



Geo-Targeted Campaigns across 69 countries

With localization of creatives, messaging, and audience segmentation for each market to maximize relevance and conversions

Purchase-Driven Strategy

Optimized campaigns for key conversion milestones—from first purchase to repeated buying behavior.

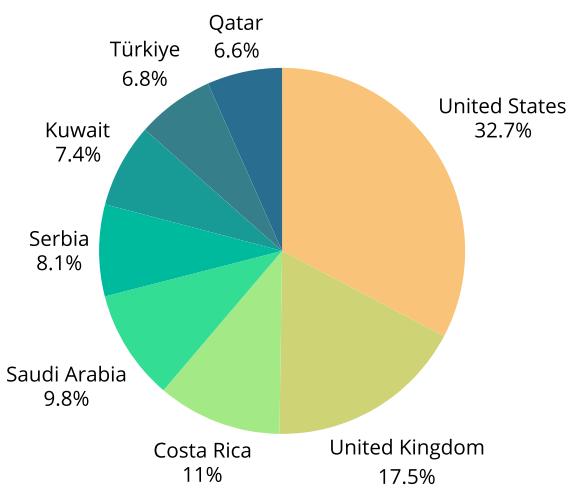
Smart Media Planning

Allocated budget to top-performing sources based on real-time results to boost return on spend.

Focused User Quality Targeting

Attracted cost-conscious users with high purchase potential to ensure sustainable growth.

TOP 10 GEOS DOWNLOADS



RESULTS

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+3735% growth downloads