



# Case Study

## Shopping App

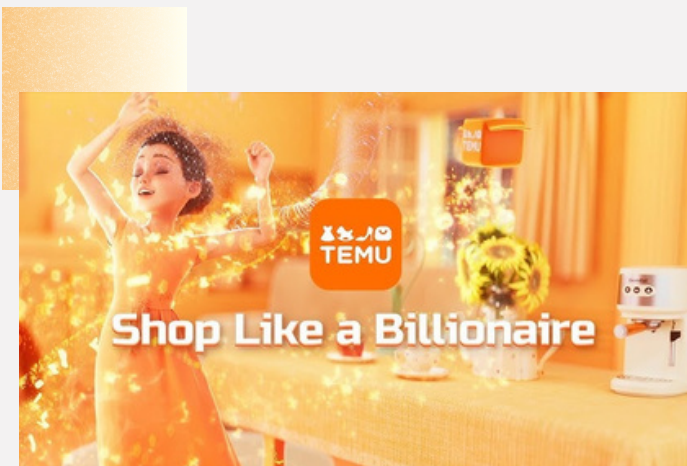
Z2A Digital scaled Temu's global user base by optimizing performance-driven campaigns focused on purchases and repeat orders.

**+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.

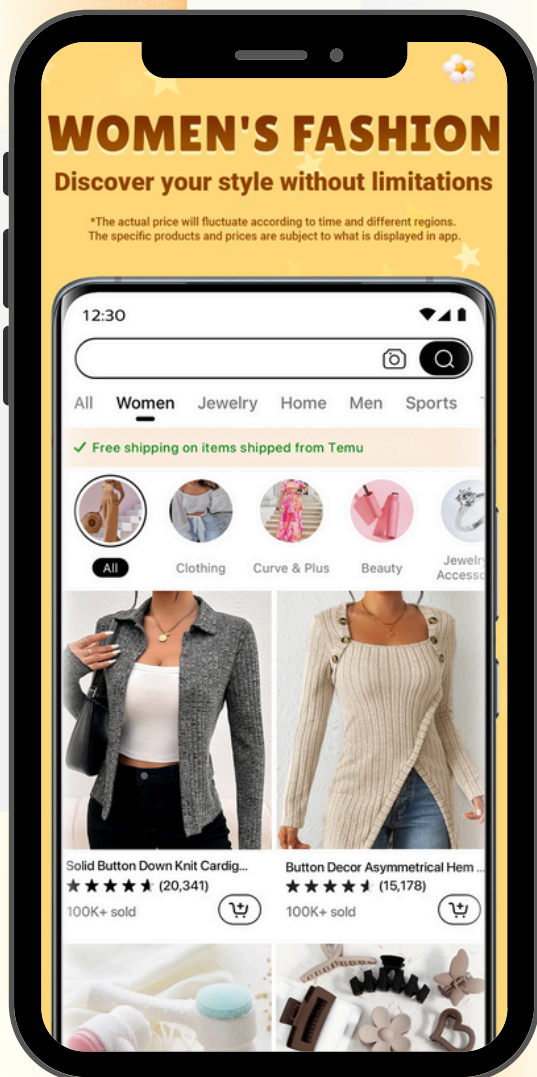
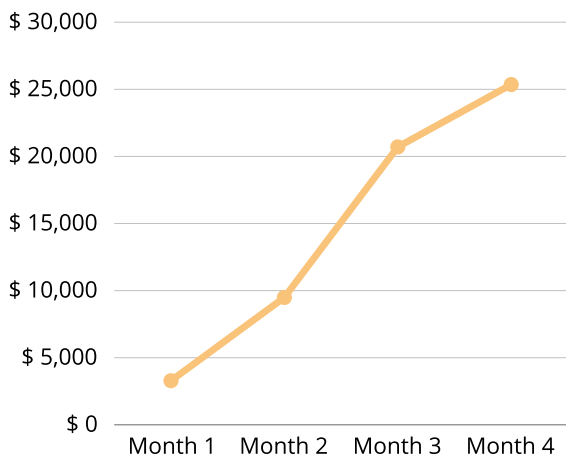


## CHALLENGES

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.

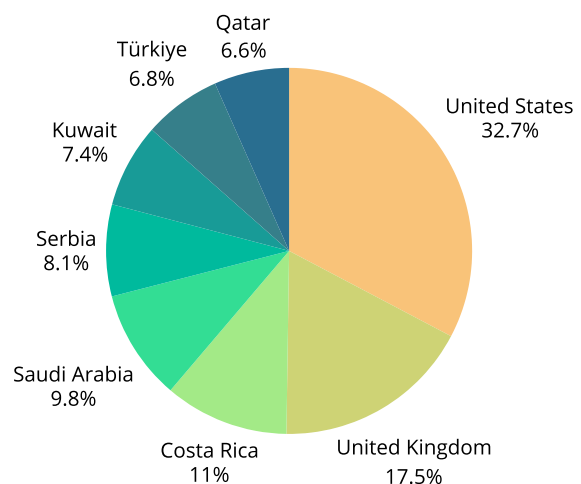
### Smart Media Planning

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

**+671% growth revenue in 4 months**

**+3735% growth downloads**