

SHEIN



Case Study

Shopping App

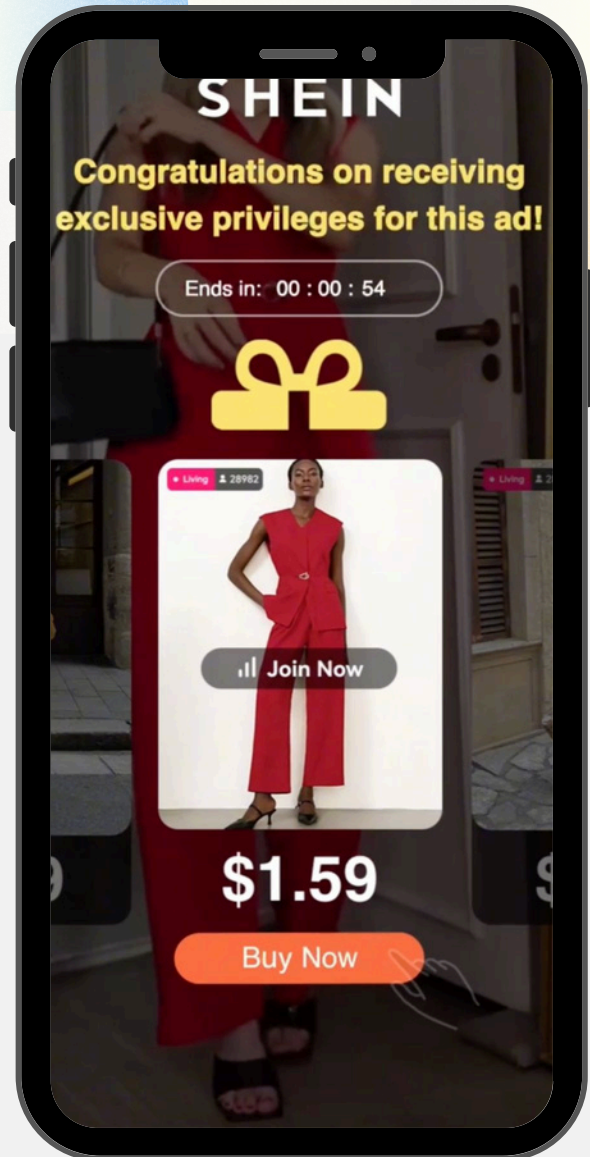
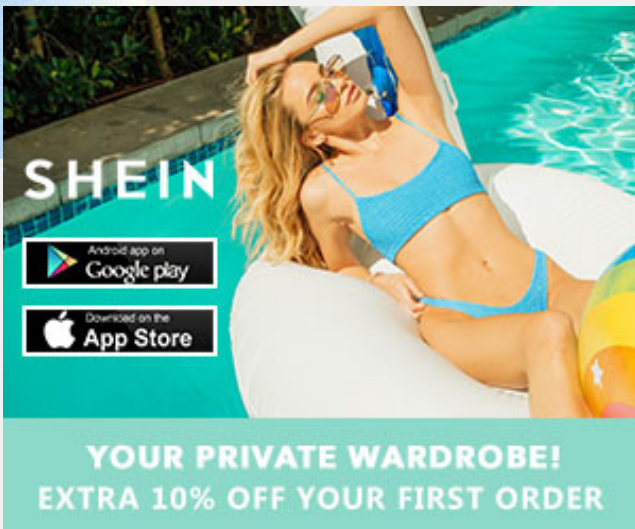
Shein collaborated with Z2A Digital to boost global user acquisition and long-term growth.

+13% New Daily Users.
Recognized #1 Affiliate Partner in Quality by SHEIN.
Seamless API Integration.



CLIENT'S VISION

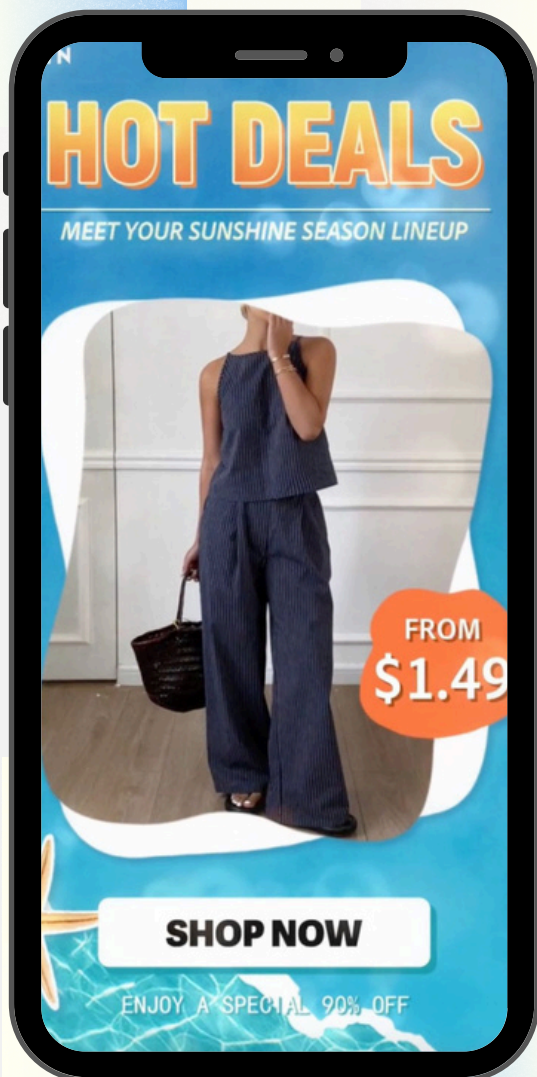
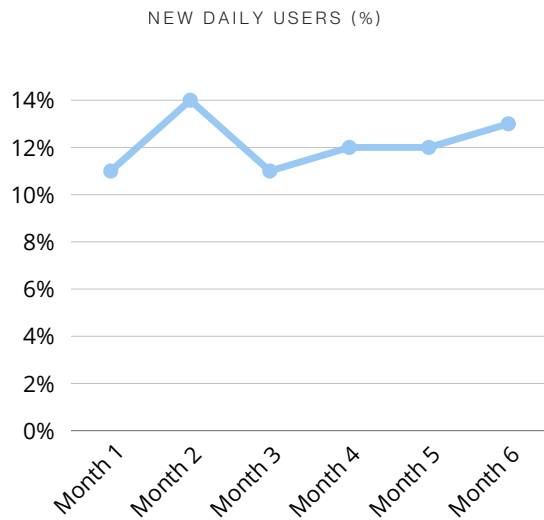
Grow its global user base by converting new shoppers into loyal customers, focusing on volume and quality for sustainable revenue. The company sought to maintain cost efficiency while enhancing its reputation as a top fashion and lifestyle e-commerce app.



CHALLENGES

Attract new users instead of repeat shoppers, which partners found challenging. The market saturation necessitated targeted, performance-driven strategies to gain new users. Integration complexity hindered many partners from effectively connecting to Shein's systems for real-time data.

AT A GLANCE



Z2A'S APPROACH

Seamless Technical Integration

Built a direct API connection to Shein's platform, something that many other partners failed to achieve. This gave Shein accurate, real-time data and confidence in the scalability of campaigns.

Multi-Channel Media Buying

Utilized programmatic networks, social platforms, and CTV for broad reach and efficiency, with ongoing testing and optimization of creative assets for engagement and conversions.

New Users Growth Focus

Z2A prioritized new user generation, achieving 12–13% new daily users, surpassing industry benchmarks. This strategy focused on expanding SHEIN's customer base rather than relying on existing users.

RESULTS

- +13% New Daily Users.
- Recognized #1 Affiliate Partner in Quality by SHEIN.
- Seamless API Integration.
- Sustainable Global Growth