CASE STUDY

Global e-commerce platform

Shopping app

Z2A Digital helped a global e-commerce platform scale worldwide, delivering **$34M+ in sales** through targeted, high-intent campaigns — becoming a built-in commerce engine inside the app that turns user attention into seamless in-app purchases.

CHALLENGES

Drive high-intent users directly from content to checkout across multiple regions, while managing fluctuating budgets, shifting rev-share models and evolving ROI requirements from the advertiser.

Z2A's approach

STRATEGY

Full-funnel user acquisition

Performance campaigns activated in SEA, US, UK and DE, acquiring users across the entire journey with targeting frameworks.

Performance-driven media buying

Precision campaigns lifted reach, relevance and efficiency. Strong US and SEA results led to expansion into UK and DE.

Hyper-localized campaigns

Messaging and creatives adapted to cultural nuances. Month 2 peaked, with fully open budgets and high-volume scaling.

Real-time campaign optimization

Bids, placements and creatives optimized daily against shifting budgets, rev-share percentages and ROI thresholds.

Results

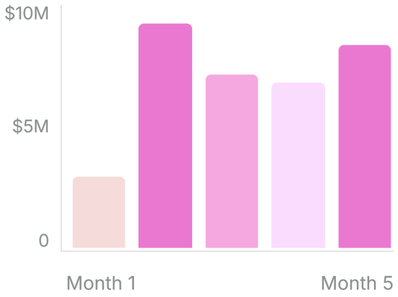
FIRST 5 MONTHS

$34M+
Global sales volume

20%+
Peak conversion rate (UK)

4
Regions activated

TOTAL MONTHLY SALES — ALL MARKETS



AT A GLANCE | **$16M+** in sales generated in the US | **$15M+** delivered in SEA over five months | **20%+** peak conversion rate in the UK