CASE STUDY

pulpos by clip

Point of sale & business management — LATAM

Pulpos is a point-of-sale and business management platform for merchants in Mexico. Z2A Digital reached out knowing the client was running user acquisition in-house, and offered its agency expertise and CPA model to reduce Pulpos's UA costs and improve performance across the channels they were already running.

CHALLENGE

As a B2B service with a small but growing user base, Pulpos's biggest challenge was finding the right programmatic sources to reach the right users. Z2A proposed **Apple Search Ads**, one of its best-converting channels, to position the brand where users were already looking and increase its exposure in a highly competitive market.

Z2A's approach

STRATEGY

Build, align, scale

Started campaigns from scratch, aligning keyword and merchant intel with the advertiser, then scaled volume once the reads were clean.

Optimize deeper in the funnel

Moved the paid event from onboarding to first product created, pulling the account toward high-intent merchants instead of cheap installs.

Diversify to grow

Widened keyword territory, competitor coverage and placements, so more qualified merchants come in each month without bidding harder on the same terms.

Results

45%
Install to registration rate

50%
Registration to product created

67%
Registered users to paying customers

+25pp
Install to onboarding, month 1 → month 5 (39.7% → 64.7%)

Steady climb: +25pp in five months

Install-to-onboarding conversion rate, months 1–5

