

HOW WE CUT MIGROS'S CPA BY UP TO 30% ON ANDROID



"With Adikteev, we cut cost per acquisition by around 40% and brought in new buyers across both delivery services."

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BACKGROUND

Migros is an all-in-one mobile shopping app, combining a digital wallet, shopping list, and delivery service. Its grocery delivery spans two verticals: **Migros Sanal**, for larger planned weekly hauls, and **Migros Hemen**, a rapid courier for quick, urgent orders in minutes. This campaign focused on driving first purchases across both verticals on Android.

OBJECTIVE

The goal was to activate Android users who had installed the Migros App and added items to cart, but never ordered from the Sanal or Hemen verticals, turning them into new purchasers across both delivery services while reducing cost per acquisition (CPA).



CAMPAIGN STRATEGY

The strategy centred on two focused levers:

- Intent-Based Activation: We targeted non-paying users who had already installed the app and added to cart, the audience closest to a first purchase.
- Vertical-Aware Segmentation: We split the audiences across Migros Sanal and Migros Hemen so that targeting matched each service's distinct shopping behaviour.

RESULT

METRIC	RESULT
CPA (Sanal Market)	18.9% improvement
CPA (Hemen Market)	38.5% improvement

TAKEAWAY

For grocery and quick-commerce apps, the most valuable audience is often already inside the app: users who installed and added to cart but never checked out. This campaign showed that re-engaging those high-intent non-buyers, rather than paying to acquire broad new audiences, can cut CPA significantly while still bringing in genuinely new purchasers.

Just as important, segmenting by vertical mattered because a planned weekly shop on Sanal and an instant order on Hemen are very different behaviours that reward different messaging. And because these campaigns compound, with CPA improving as the algorithm builds learnings over time, the efficiency gains tend to grow the longer the activation runs.

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