

Poshmark doubles ROI with Yahoo app marketing

BACKGROUND

Poshmark, a leading peer-to-peer marketplace for women's fashion, connects millions of women across America and allows them to shop each other's closets straight from their phones. To continue building an irresistible social shopping and selling experience, Poshmark wanted to locate new users who are active on social media and are passionate about fashion, beauty, accessories and more.

SOLUTION

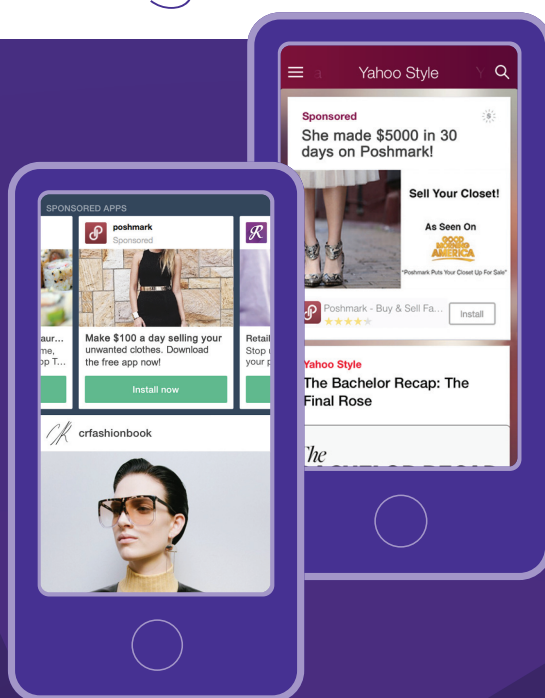
Poshmark utilized Yahoo Gemini app install ads across Yahoo's network of premium content, Tumblr, and mobile apps to reach and retain new users. Using creative content that appealed to the company's target audience, Poshmark's app install campaign drove acquisition of high-value users at an exceptional return-of-investment rate.

RESULTS

"Yahoo Gemini is one of our top channels driving effective cost-per-user and post install metrics, such as cost-per-new-buyer and cost-per-new-lister. We've seen 2x better ROI for mobile app install ads compared to other paid channels, and we consider Tumblr and Yahoo among our top acquisition partners in helping us connect with our target audience."

- Sho Masuda, VP of Growth, Poshmark.

To power your user acquisition efforts with Yahoo Gemini call your account representative or visit advertising.yahoo.com/gemini.



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