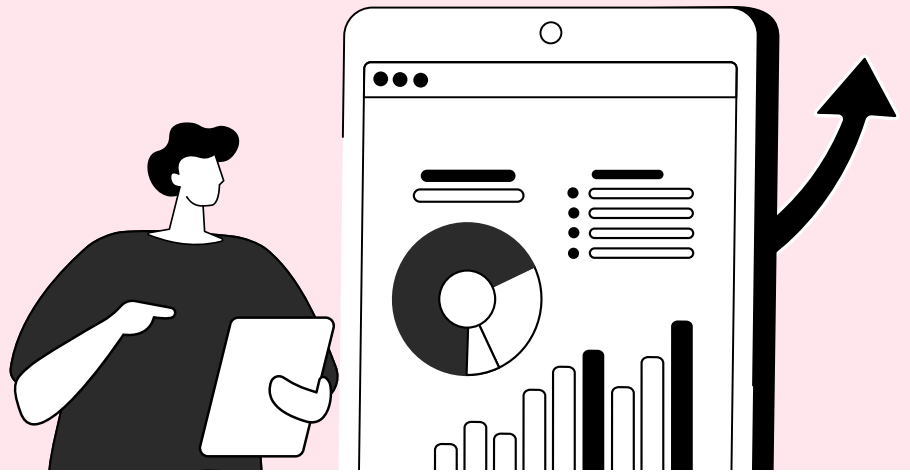**apptrove**

# Rewriting Rules for
# Marketing Success at FoodHub

**FOOD HUB**

Integrating data transparency to drive scalable growth and reduce budget wastage

**Industry:** Food & Hospitality | **Location:** India, UK, Ireland, Australia, New Zealand, United States | **Product:** Apptrove MMP

**The Challenge**
Limitations in tracking customer acquisition, detailed insights, and campaign ROI

**The Goal**
Optimizing marketing spend while scaling user acquisition

**The Solution**
One unified platform to track and optimize all marketing strategies

# About **FoodHub**

FOOD
HUB

## Providing comprehensive SaaS solutions and marketplace services for takeaways

FoodHub is an online food ordering company that provides services to restaurants and takeaways in India, UK, US, Australia, and New Zealand. It operates with a dual business model, acting as both a marketplace for customers and a SaaS provider for restaurants.

FoodHub offers a seamless ordering experience where users can find and order directly from a wide range of local restaurants and takeaways through its easy-to-use app, eliminating the need for delivery services like those from third-party platforms. In addition to this, they also provide a complete solution for restaurants, offering POS systems, kitchen displays, payment getaways, and software to handle orders and payments smoothly.

With over 30,000 restaurant partners in the UK alone, FoodHub differentiates itself from competitors by focusing on takeaway orders without maintaining its own delivery fleet.
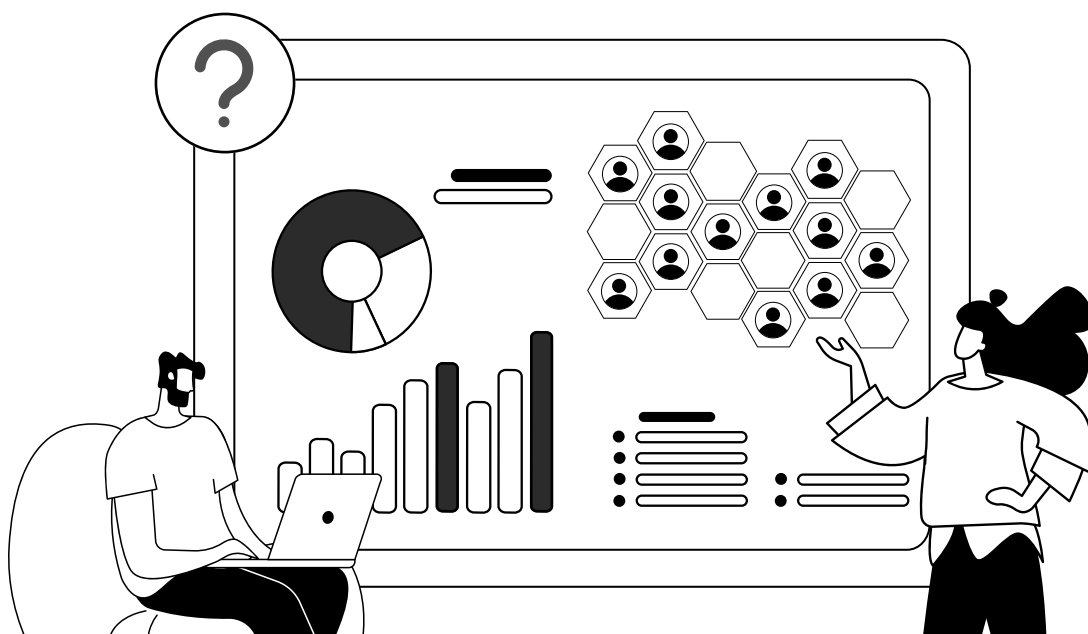
apptrove

# FoodHub Needed An MMP To Amplify The Impact Of The Conversion Cycle

## The Challenge

**Missing critical metrics for smarter decision-making**

FoodHub faced several challenges in tracking and analyzing customer acquisition campaigns. They collaborated with various partners to drive app installations and increase market presence. Both their marketplace and SaaS business models demanded precise tracking and attribution. The company lacked tools to measure key metrics such as the lifetime value of customers, campaign sources, and retention rates, which hindered its ability to optimize marketing spend.

# FoodHub Needed An MMP To Amplify The Impact Of The Conversion Cycle

## The Challenge

### Missing critical metrics for smarter decision-making

FoodHub turned to Apptrove's innovative solutions, enabling precise tracking and optimization, from user acquisition to post-install activity. Their journey began by identifying these critical roadblocks.

- Unable to identify which sources and campaigns were leading to better app installs and higher retention rates.

- Difficulty in measuring the success of app install campaigns and tracking customer lifetime value.

- The non-organic installs had dropped, severely impacting new user acquisition.

- Lacked the ability to track which QR codes (from in-store banners and posters) were leading to app installs, and from which restaurant locations.

- Struggling to reduce campaign costs and wastage across platforms.

- Unable to track the performance of campaigns, such as cost per acquisition and retention, across various channels and creatives.
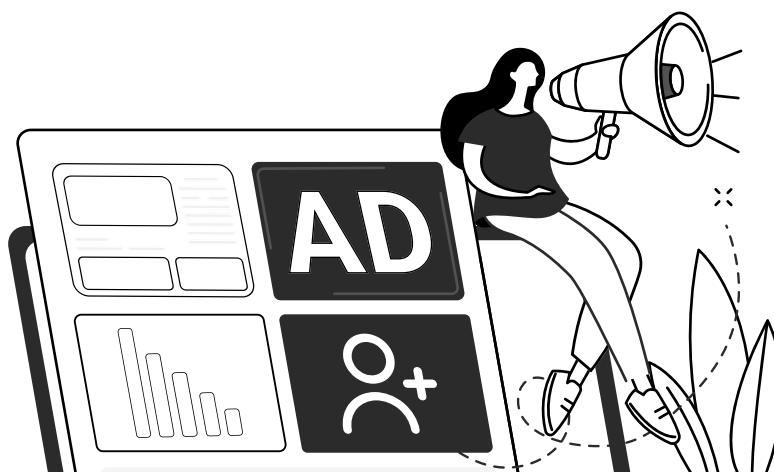
apptrove

# Unified Campaign Tracking and Authentic Engagement with Apptrove

## The Solution

### From Fragmented Data to Unified Insights

After onboarding Apptrove as its MMP provider, FoodHub witnessed a drastic gain in its campaign's performance and achieved measurable results.

- Apptrove provided the ability to **track customer acquisition campaigns** with precision, offering **detailed insights** into the sources of app installs and the performance of specific campaigns.

- By utilizing **Unilink**, FoodHub was able to **track app installs** initiated through QR codes placed in restaurants, providing crucial data on which locations were driving the most installs.

- Apptrove's **multi-layered fraud shield** ensured that only **valid installs** were counted, improving **data accuracy.**

# Unified Campaign Tracking and Authentic Engagement with Apptrove

## The Solution

### From Fragmented Data to Unified Insights

○ By integrating this data with their engagement platform, FoodHub was able to **optimize their campaigns, reducing budget wastage** and **lowering their CPA.**

○ Apptrove's tools enabled FoodHub to **track user retention rates** and pinpoint which marketing strategies yielded the best long-term results.

○ Measuring campaign success with such **granularity** allowed FoodHub to **reallocate its budget** to higher-performing channels, resulting in **more efficient use of marketing spend** and **improved customer acquisition outcomes.**

The impact was immediate and measurable. Rather than focusing solely on installation numbers, FoodHub could now track the complete user journey from acquisition to purchase.
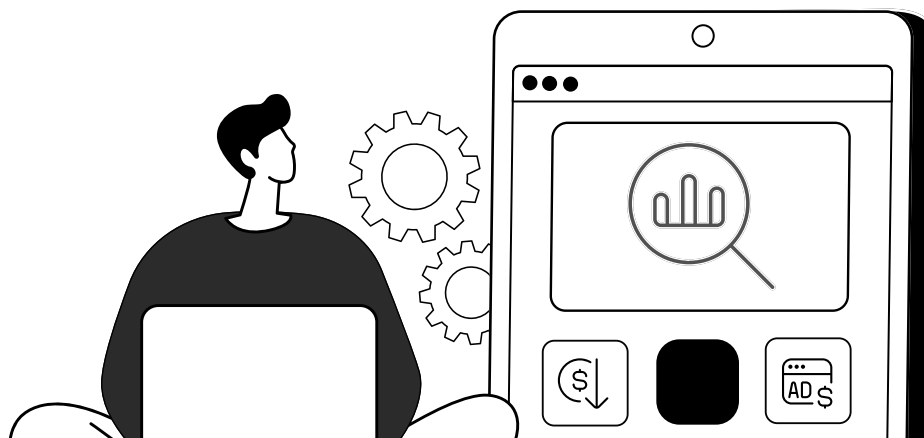
apptrove

# Attribution That Transformed FoodHub's Strategy

# Key Highlights

## Scaling Growth with Increased Efficiency

After moving to the paid version of Apptrove, FoodHub saw significant improvements in performance from May 2024 to June 2024, marking a notable increase in app performance and fraud reduction.

**Easy Onboarding:** FoodHub's onboarding with Apptrove was seamless, thanks to hands-on support from a dedicated support team, enabling quick resolutions, and swift adoption of key features.

**Detailed Campaign Tracking:** Apptrove enabled tracking sources of app installs, whether through QR codes or online campaigns, helping FoodHub identify exactly which efforts were working best.

**Data-Driven Optimization:** With accurate, granular, real-time data, FoodHub optimized campaigns, reducing CPA and refining their marketing strategies to maximize efficiency.

apptrove

# Attribution That
# Transformed FoodHub's Strategy

## Key Highlights

### Scaling Growth with Increased Efficiency

**Improved Customer Retention:** Tracking user retention across various campaigns helped FoodHub improve customer engagement strategies, ensuring long-term growth and a more efficient marketing budget.

**Integration with Existing Tools:** Apptrove's compatibility with FoodHub's current systems streamlined data analysis, driving smarter, faster decisions.

**Fraud Install Blocking:** The percentage of fraud installs blocked demonstrated a significant improvement from earlier months, with a +141.97% growth in blocking efficiency from May to June.
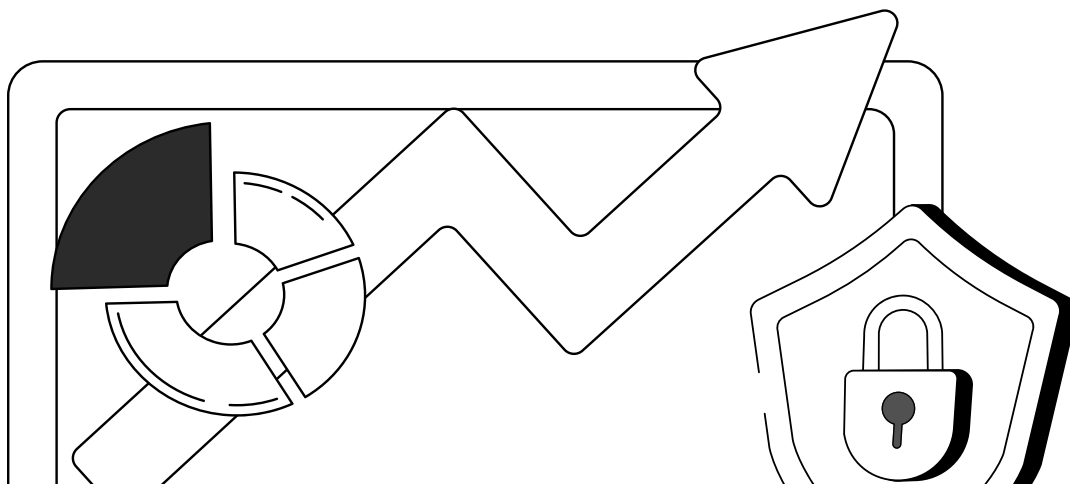
# From Insights to Impact: Highlights and Conclusive Note

**25**
Custom Events Tracked

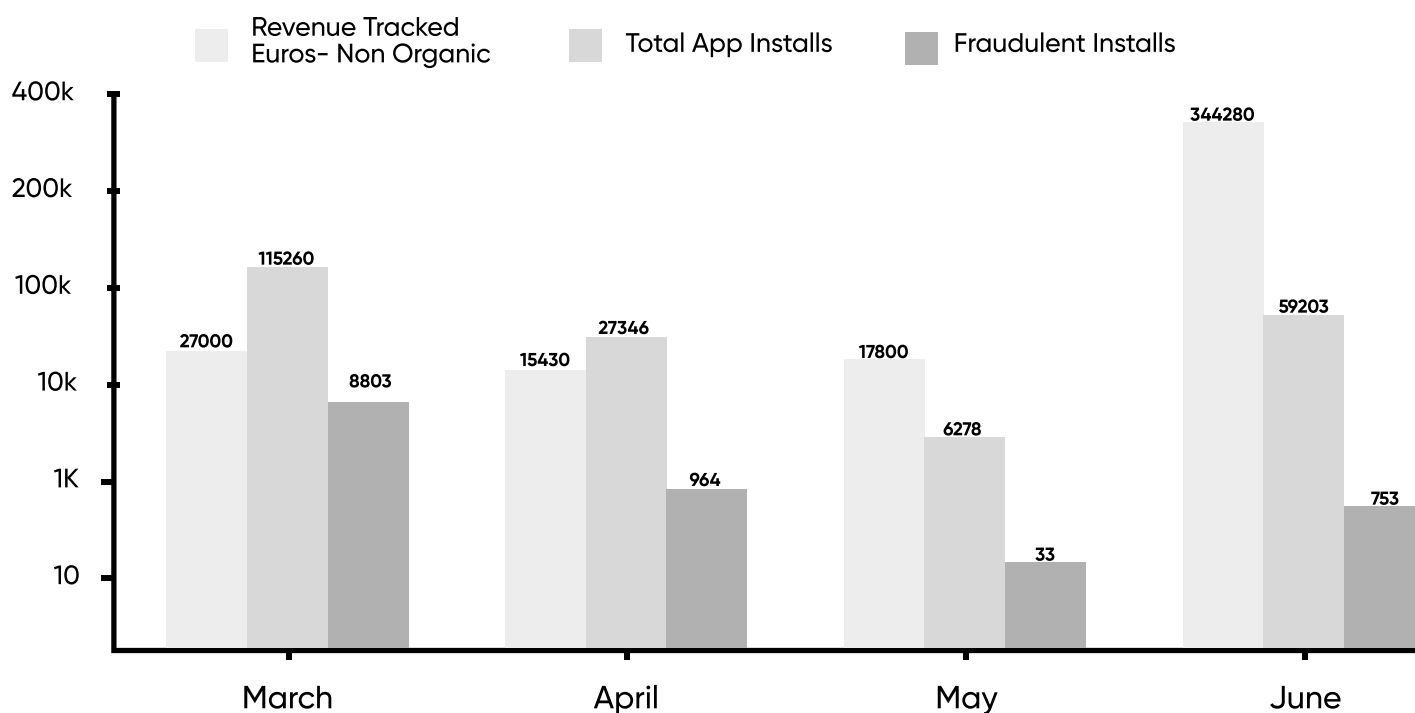**MoEngage, Google Ads, Facebook Ads**
Major Partners

**14**
Deep Links

**5**
Custom Parameters

**apptrove**

# From Insights to Impact:
# Highlights and Conclusive Note



Legend:
- Revenue Tracked Euros- Non Organic
- Total App Installs
- Fraudulent Installs

Chart values:

**March**
- 27000
- 115260
- 8803

**April**
- 15430
- 27346
- 964

**May**
- 17800
- 6278
- 33

**June**
- 344280
- 59203
- 753

Y-axis: 10, 1K, 10k, 100k, 200k, 400k

## Revenue Tracked - Non-Organic

**Reason for Increase:** Non-organic revenue tracked saw a dramatic increase from €17,800 in May to €344,280 in June, reflecting a growth of over 1,834.16%. This spike can be attributed to smarter budget allocation and better optimization of marketing campaigns through Apptrove's granular tracking capabilities.

apptrove

# From Insights to Impact:
# Highlights and Conclusive Note

### Total App Installs

**Reason for Increase:** The number of total app installs rose significantly in June, with an increase of 843.02%, reaching 59,203 installs compared to 6,278 installs in May. This dramatic surge can be attributed to Unilink, accurate tracking and fraud prevention.

### Fraudulent Installs

**Reason for Decrease:** By reducing fraudulent installs from 8,803 in March 2024 to just 753 by June 2024, FoodHub shifted from inflated metrics to tracking legitimate users. This critical improvement can be attributed to multi-layered fraud shield that enhanced the accuracy of campaign insights and shifted focus on genuine customer acquisition

apptrove

# Bringing Ideas to Life with Precision

## The Impact

"From onboarding to continuous improvement - the support is unparalleled! We are happy that we onboarded Apptrove. Having a dedicated relationship manager helped to keep the transition smooth and quick for us. With its realtime analytics, I am able to track each and every acquisition campaign to the last touchpoint. The retargeting deeplinks have further helped us de-duplicate our user data, improving our ability to target those with high intent for purchase - at the right time, through the right channel."

Dhananjayan Sekar,
Head - Digital Marketing, FoodHub