

Scaling Ecom Smarter: Vaaree's 30% Conversion Jump with Apptrove

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From Insight to Impact

Industry: E-commerce | **Location:** India | **Product:** Apptrove



The Challenges: Fragmented data, inconsistent attribution, and limited visibility into user journeys



The Goal: Real-time insights and data-backed decisions to scale acquisition and engagement



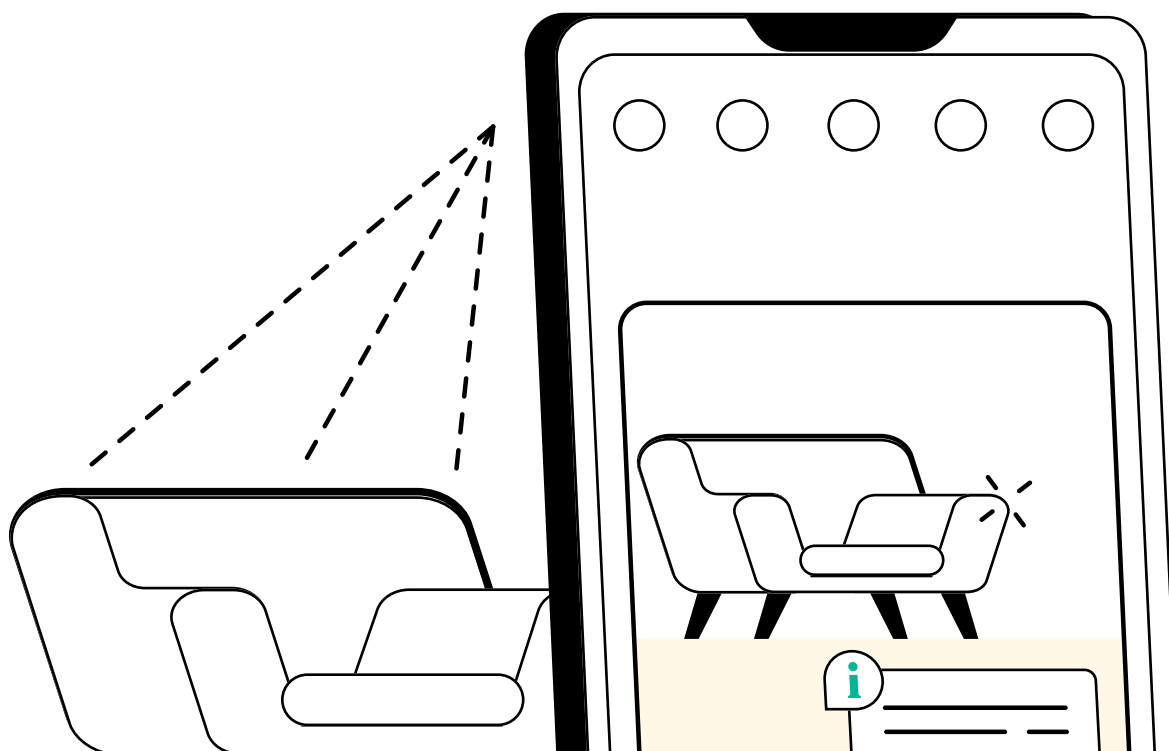
The Solution: An MMP to centralize performance tracking and optimize spend

Data-Driven Growth for Aesthetic Home Essentials

About Vaaree

Vaaree is an e-commerce platform bringing curated, design-forward home products to the Indian consumer. As the team focused on scaling app-based user acquisition and engagement, they needed better campaign visibility, cleaner data, and consistent tracking across multiple marketing channels.

They onboarded Apptrove in September 2024 to bring order to their performance chaos.



Growth Stalled by Inconsistent Attribution Insights

The Attribution Mess

Before using Apptrove, Vaaree faced several blockers:



Difficulty tracking campaign performance across multiple platforms



Inability to confidently follow user journeys from install to conversion



Fragmented reporting that lacked real-time clarity



Disjointed attribution that led to poor optimization

A Fast, Frictionless Setup with Zero Downtime

An MMP That Just... Worked

The onboarding process with Apptrove was seamless:

- The support team provided detailed documentation and real-time assistance
- Zero disruption to ongoing campaigns
- Easy internal alignment
- Teams started leveraging features almost immediately



How Every Team Gained with Apptrove

One Platform, Multiple Wins



Marketing: Optimized performance and creative choices with real-time data



Product: Gained visibility into user behavior post-install to improve onboarding



Analytics: Used attribution reports to measure ROI and shape growth strategies



The Metrics That Made the Shift Crystal Clear

Quantifiable Improvements Across the Board

+30%

improvement in install-
to-signup conversion rate

+25%

uplift in ROI on paid
campaigns

-40%

time spent on reporting



Fraud detection
reduced invalid
installs



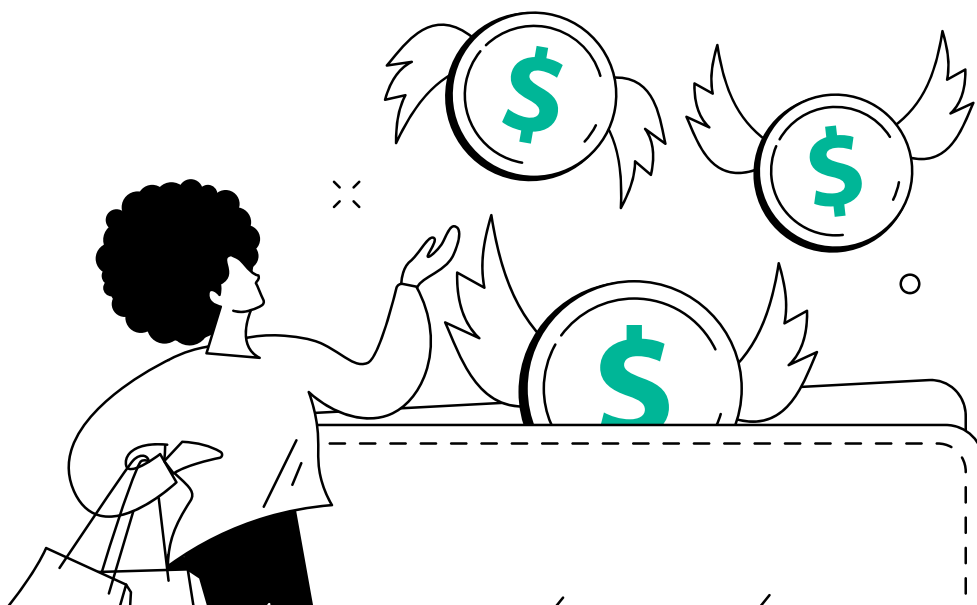
Significantly
reduced wasted
ad spend

Budget Wins That Weren't Possible Before

Better Spend Starts with Better Attribution

Approve's attribution and fraud prevention tools helped Vaaree:

- Reallocate budget to high-converting channels
- Cut underperforming campaigns
- Focus spend on sources with stronger retention and engagement
- Eliminate misleading data from invalid installs

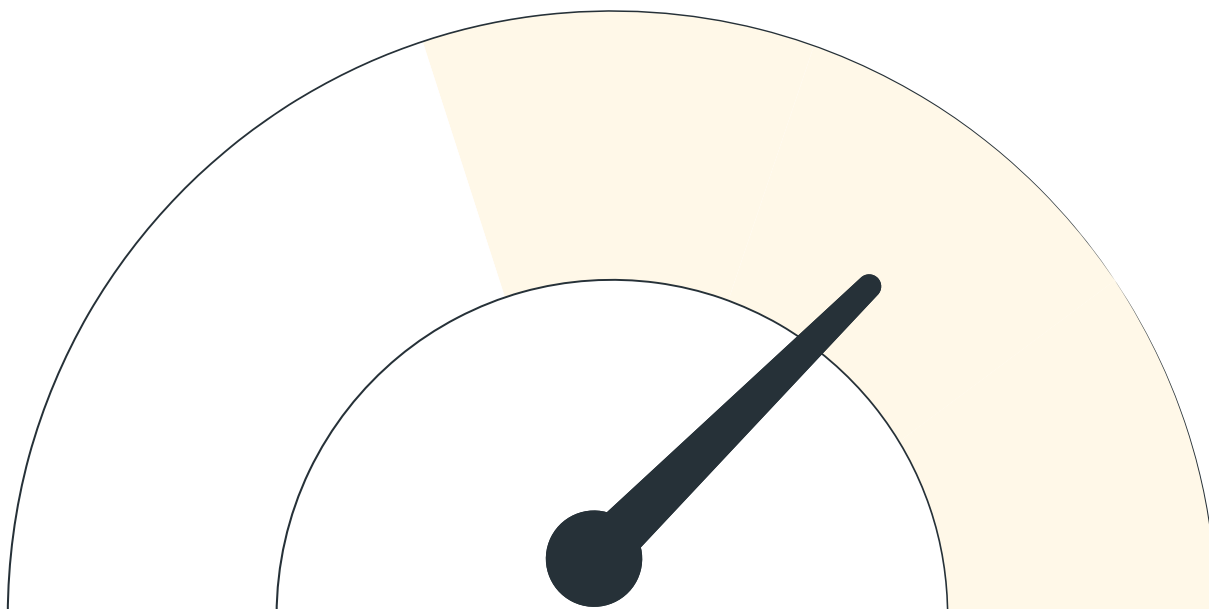


Cohort Insights That Changed the Game

From Installs to High-LTV Cohorts

- Tracked retention and engagement more deeply
- Shifted focus from just installs to high-LTV cohorts
- Prioritized influencer-driven campaigns after learning they yielded higher LTV and retention

Apptrove's deep cohort analysis drove a strategic shift in Vaaree's paid media strategy.



The Road to 2025: Scaling Smarter, Not Just Faster

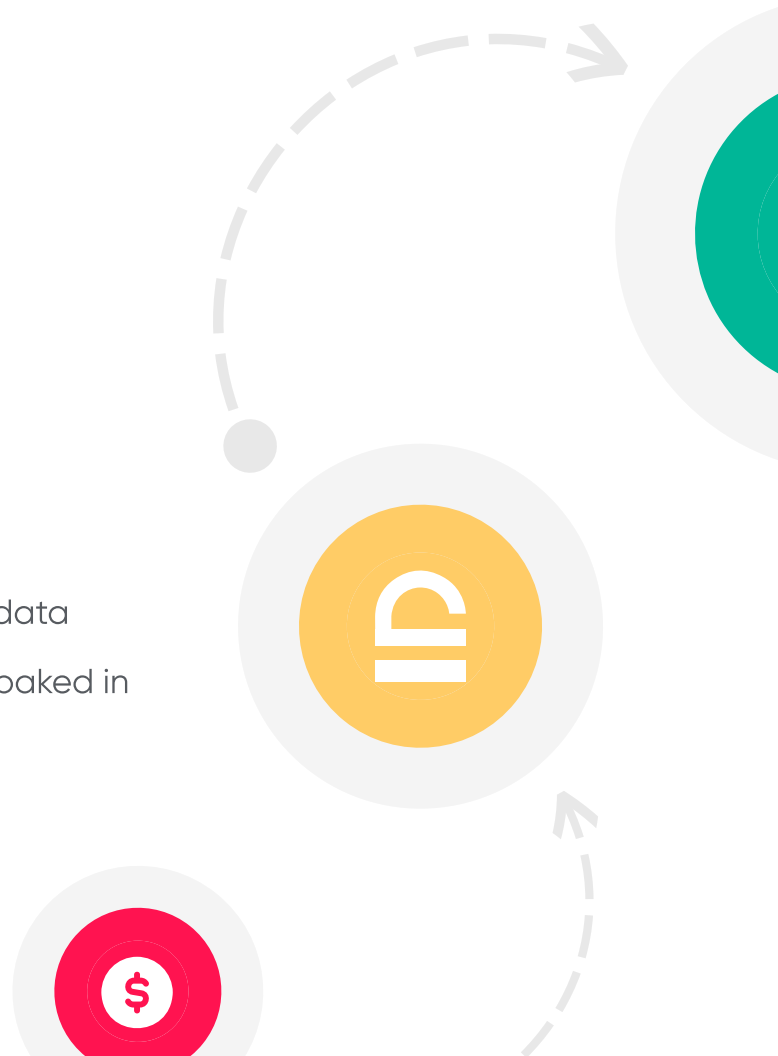
Scaling Smarter with Apptrove

Goals for 2025

- Double the app user base
- Improve retention by 20%
- Expand into new regional markets

How Apptrove Supports It

- Real-time tracking in new geos
- Optimization of onboarding via behavioral data
- Scalable campaigns with fraud prevention baked in



A Word from Vaaree: How Apptrove Became Their Growth Engine

The Impact

"We would rate Apptrove 9 out of 10. The primary reasons include its robust attribution capabilities, real-time insights, ease of use, and outstanding customer support. It has become an essential part of our growth tech stack and has empowered us to make smarter, data-driven decisions."

- **Ashwini Jain**, Growth Lead, Vaaree

