

SEVEN LAKES

DRINKING WATER



OVER 1 MILLION
IN WATER DELIVERY SALES
THROUGH THE MOBILE APP

February 10, 2021

About company



Kazan



Population:
1 257 391

Partnership start

July 29, 2019

"7 Lakes" company produces and delivers bottled artesian water in Kazan. The company uses a few channels to process orders: phone, website, messengers, social networks. They've developed their own mobile app in 2012.

Let's break down problems:



- That app was ineffective - customers continued to place orders over the phone. The mobile app developer hasn't provided any recommendations how to work with the app.
- There was almost no information on how to support, update and advertise mobile apps.
- Orders were lost during peak hours.

What was done:

DEVELOPED A NEW MOBILE APP

STEP 1

GOALS

Create a product list, set up delivery time windows, provide promotions, implement loyalty system

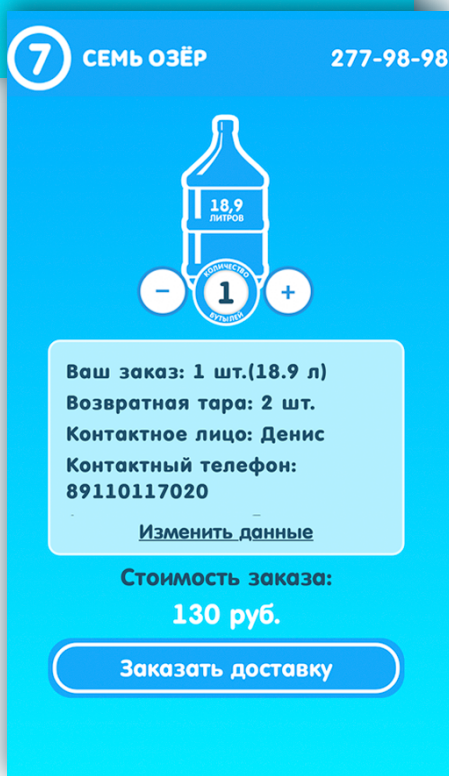


Company's previous mobile app

Using previous mobile app customers were able to order only 19L bottled water. Customer retention system, add-on sales, delivery settings - these options were unable in the previous app.

What was the reason to stop using their own app?

When contacting experts, any manager expects to receive ready to use product or service to start using right away. But having mobile app takes constant developing, support and marketing. Freelancers usually miss these important points. Besides, these processes take a lot of time and money.





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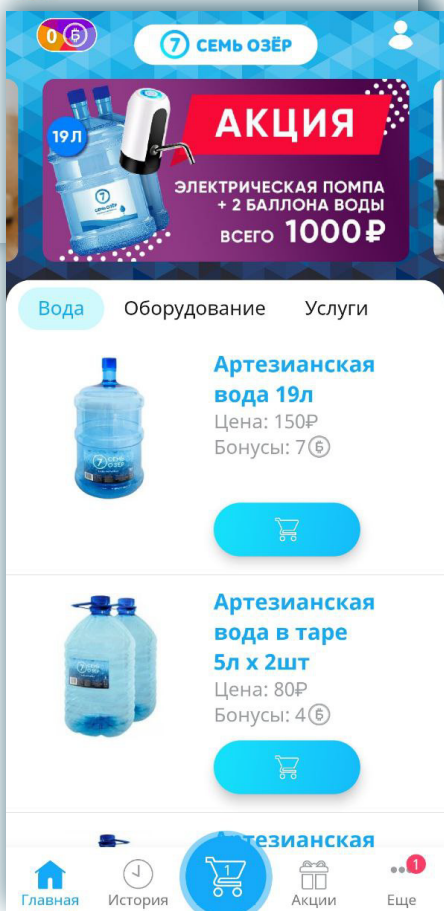
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That's why the company has decided to start working with ready-to-use product.



New mobile app for "7 Lakes" has following functions:

- Complete product list with category search.
- In-app chat
- Colorful banners with current promotions
- Quick re-order button
- Loyalty system with chasback option
- Orders' history
- Customers' profiles with personal information

Company's current mobile app

STEP 2

WORKED ON PROMOTING MOBILE APP

GOALS

Create promotion plan, prepare promotional materials, use multiple channels to inform customers about the app.

Let's break down 3 promotional ways used for "7 Lakes":

Contextual advertising

Last advertising campaign brought profit

X36

One of the most popular and effective ways to advertise.
We test new creative ways and texts to advertise on monthly basis.

Today, **direct mobile app advertising** shows the best results - customers follow ads links to download mobile app right away.

It's very important to keep track of results and provide budget to working channels only. We use our **own tracking system** to check advertising effectiveness

How it works:

For each channel specific UTM marker is used, which can be tracked later. You can even track specific customers coming from various advertising channels.

For example, let's take 3 advertising campaigns shown on the screenshot: first is through Google search; second is through Yandex; third is through Instagram profile.

Tracking system

Ad tracker shows how effective every advertising channel is

Utm Source	Utm Medium	Utm Campaign	Number of transitions	Number of installations	Number of registrations	Number of orders	Sum of 1st orders	Sum of all orders	Expenses	Clients cost
Total			2830	700	577	2798	141520	796878	53400	1767.81
google	redirect	poisk	1263	359	190	1181	72020	337900	32000	168.42
yandex	redirect	rsya	496	153	95	638	30590	179669.5	8000	84.21
instagram	taplink	app	137	42	21	298	7600	91600	150	7.14
vk	redirect	opisanie	107	17	14	96	5300	34170	0	0
2gis	redirect	220820	97	13	10	60	4350	23200	8000	800
a6	qr	listovka	186	30	17	68	4190	22510	250	14.71
henger	qr	new	39	8	7	61	1370	15910	3500	500
billboard	qr	tmail	94	19	9	63	4310	15190	1200	133.33
sms	redirect	new_100	37	10	5	49	2360	14680	300	60
email	redirect	company	54	6	6	55	780	12520	0	0

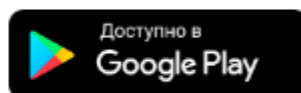
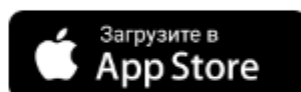
What does the tracker show?

- There are **190 customers** from Google search, who have already placed orders in the amount of 72,020 rub and they keep reordering.
- Advertising in Yandex brought **95 customers** with overall sales in the amount of 210,259 while 8,000 rub were spent on advertising.
- Instagram generated **21 customers** with 298 orders and sales 99,200 rub.

Pop-up banner on website

A brightful picture pops up when a user wants to leave website. The banner offers to start placing orders on mobile app and provides links to download it.

Скачай приложение
и заказывай с телефона



Доступно бесплатно для iOS и Android



SMS-mailing

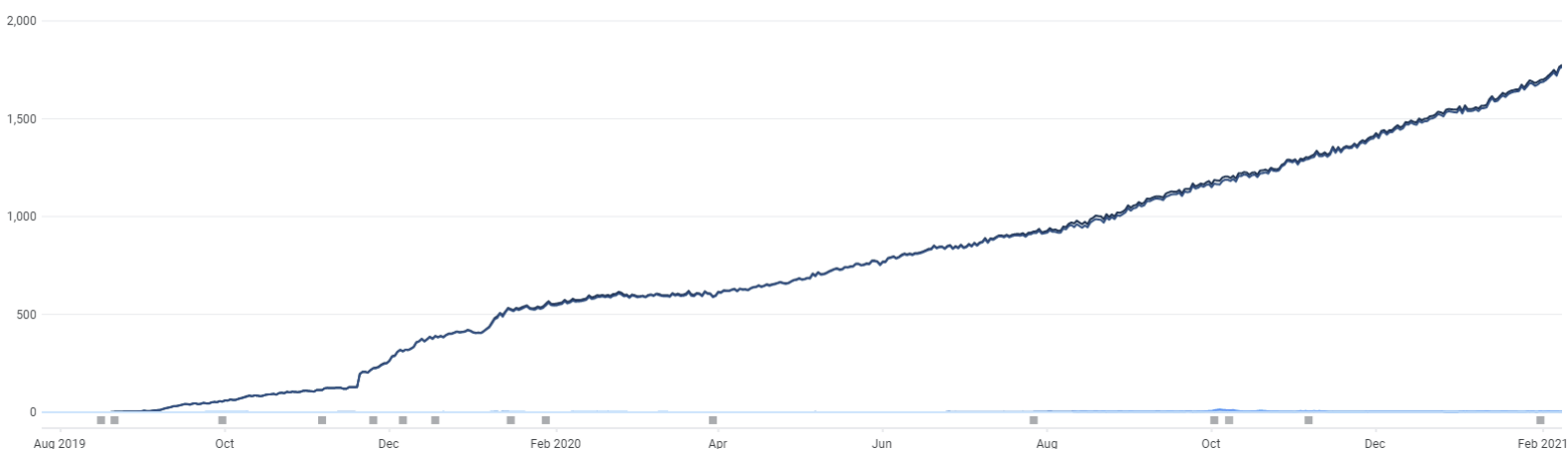
Conversion rate

≈ 30%

SMS-mailing was done according to company's clientele base. A message offering to place orders on mobile app and links to download it was sent to customers.

Active mobile app users on Android

Time series



Active mobile app users on iOS



STEP 3

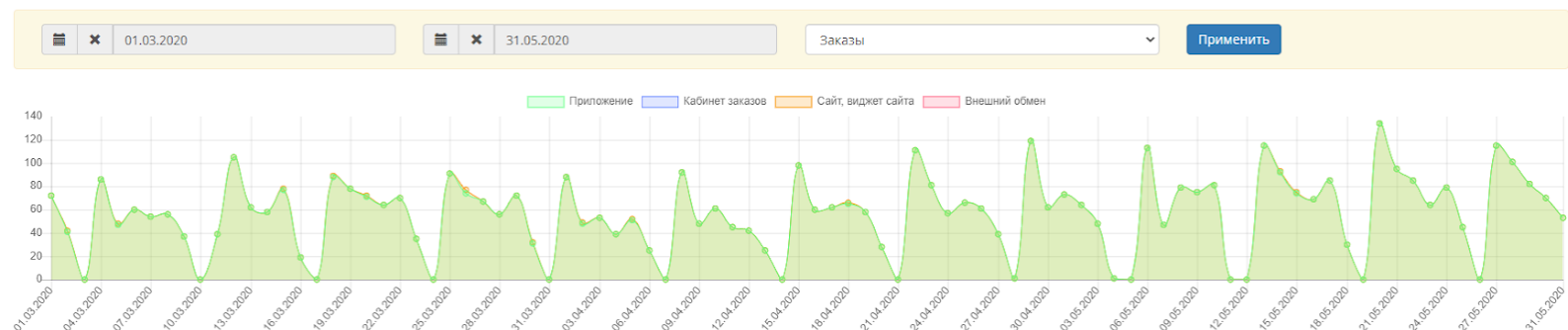
IMPLEMENT ONLINE PAYMENTS

GOALS

Perform integration with bank, make test online payments, inform customers about new way to pay.

During pandemic customers began placing orders through the app more actively.

Orders completed



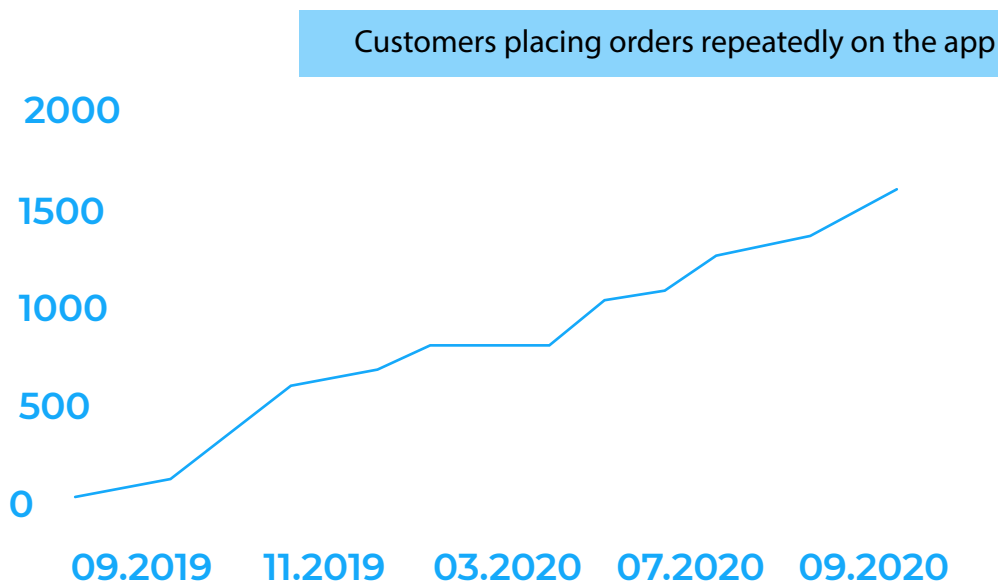
At that moment people worried about their health and prioritized safety and contactless delivery. A decision to start using online payments was made.

On April 27th online payments were turned on. Within the first day 20 people used this option to pay for orders. By the end of May 1601 online payments were made.

RESULTS

"7 Lakes" is one of the most active partners we have. We keep cooperating, trying new ways of advertising and attracting customers.

Company's indicators constantly grow:



3700

MONTHLY
ORDERS

230

NEW CUSTOMERS
FOR LAST MONTH PERIOD

15%

ADDITIONAL
PRODUCTS SALES

43%

PAYING
ONLINE



44%

ORDERS DURING
WORKING HOURS

1,2M RUB

MONTHLY SALES

At the moment we work on launching new product - aggregator for companies in Kazan. Find out more by leaving an inquiry on our website [our website](#)