



## "Kind Water" company case

Bender city

Mobile app for "Kind Water" was launched in the middle of September 2020.

### What was done:

operators and couriers were spreading information about the app while talking to customers.

### Work results in just 2 weeks:

**40** new customers in mobile app daily

up to

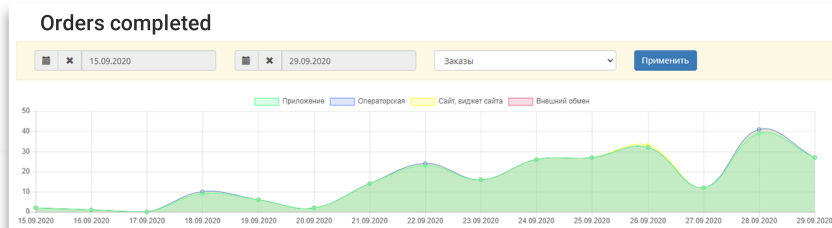
**624** app downloads

**590**

#### Downloads and customers' active use

Всего скачиваний: 624

Дата	Кол-во скачиваний	Кол-во скачиваний IOS	Кол-во скачиваний Android	Кол-во активных клиентов	Кол-во активных клиентов IOS	Кол-во активных клиентов Android
Итого:	558	120	438	590	120	470



Using scripts for operators and couriers is one of the most effective ways to have customers to start using mobile app.

Staff members can inform customers how to find and install the app

**Company's management doesn't stop at achieved results and continues to promote company's mobile app.**

**Planned tools to use:**

- Voice recording
- Targeted advertising in Instagram
- Keeping an Instagram page
- Promotional events among the customers on social networks, placing orders through the app
- Advertising at stores, implementing stickers with QR code to be used on water bottles



**Mobile app promotion at company's stores**