



privalia

PRIVALIA MEXICO CASE STUDY

Appflix & Client Handshake



Appflix is a **performance-focused user acquisition** partner specializing in **CPA-led growth**, with a strong focus on **validated events, fraud control, and outcome-driven acquisition**.

Privalia is a **leading online fashion outlet marketplace** in **Mexico**, offering limited-time deals across **apparel, footwear, and lifestyle** brands through a **members-only shopping experience**.

Privalia **partnered** with **Appflix** to **scale high-quality user registrations** and **improve registration-to-first-purchase conversion**, while eliminating **fake or low-intent sign-ups** and maintaining strict **fraud control** across acquisition sources.

Key Growth Challenges

1

Scaling High-Quality Registrations Beyond Sign-Ups

- **Focus** on users likely to progress beyond **sign-up to real purchases**
- Avoided **low-intent, disposable, or incentive-driven** registrations
- Growth measured by **downstream purchase potential, not volume alone**

2

Maintaining Conversion Quality in Flexible KPI Environments

- Ensured **strong registration-to-first-buyer** conversion rates
- Balanced **scale with performance quality** despite soft KPI flexibility
- Prioritized **long-term value over short-term sign-up spikes**

3

Fraud Control & Dual Validation Complexity

- Filtered **fake and disposable email** registrations
- Maintained **fraud levels within strict thresholds**
- Managed **dual validation across AppsFlyer and OKTA**
- Ensured only **high-quality, validated** registrations were scaled

A Compliance-First Growth Strategy

1 Quality-Led CPA Strategy Execution

- **CPA model focused on real shopper intent**, not install or registration volume
- Payable **success** defined by **users progressing toward actual purchases**
- Strategy designed to **support long-term ecommerce value**, not vanity metrics

2 High-Intent, Funnel-Aware Acquisition

- Targeted **ecommerce and fashion-focused audiences** with proven buying behavior
- **Creatives pre-qualified to match outlet-style** shopping expectations
- Funnel optimized across **install → registration → purchase** to minimize drop-offs

3 Clean Growth & Fraud-Controlled Scaling

- **Sub-ID level monitoring** used to identify and block fake or disposable email traffic
- Active **fraud detection** enforced through P360
- **AppsFlyer** used for **tracking**, while **OKTA reports** served as the **single source of truth for payable events**
- Only **validated, high-quality events** counted toward growth

KPI Impact That Actually Mattered



15%+ install-to-registration completion rate sustained across scale



5%+ registration-to-first-buyer conversion achieved, reflecting strong purchase intent



Only **fraud-validated, OKTA-approved** events counted toward **growth**



Fraud consistently maintained below **10%** through **active monitoring**



Minimal fake, duplicate, or invalid event volume via **strict email and identity validation**



Results That Go Beyond Installs

Campaign Results

Scaled **clean, verified registrations** for Privalia MX

Delivered **buyer-ready users**, not **low-intent sign-ups**

Maintained **strong post-registration purchase signals**

CPA delivery fully **validated** via **OKTA** with **strict fraud compliance**



Why Appflix for Quality-First Growth

- 1** Funnel-led CPA optimization 
- 2** Purchase-intent user acquisition 
- 3** Advanced fraud & fake-registration control 
- 4** Expertise with multi-layer event validation 
- 5** Scalable growth without quality compromise 

