



# SORIANA MEXICO CASE STUDY



# Appflix & Client Handshake



**Appflix** is a **performance-focused** user acquisition partner specializing in **CPA-led growth** for regulated and high-intent verticals, with a strong focus on **validated events, fraud control, and outcome-driven campaigns**—not vanity metrics or low-quality installs.

**Soriana** is one of **Mexico's** leading retail and grocery chains, offering a seamless **digital shopping experience** through its mobile app, with **online shopping, promotions, and home delivery services**.

**Soriana** partnered with **Appflix** to scale **high-quality app growth** and **drive valuable customer actions** through a **performance-based model**—paying only for **meaningful outcomes, not installs**.

# Key Challenges Identified

## 1

### Driving Quality Retail App Growth

- **Scale** mobile growth beyond app installs
- Acquire **high-value purchasing customers**
- **Maintain efficient** acquisition costs while scaling

## 2

### Building a High-Intent Conversion Funnel

- **Convert** new users into **first-time buyers**
- **Drive** quality app adoption in a **competitive grocery market**
- Build a sustainable journey:  
**Install → App Engagement → First Purchase**

## 3

### Purchase Validation & Traffic Quality

- Count only **CRM-validated purchases**
- Avoid **low-intent installs** with no purchase activity
- Focus on **quality users** and **measurable outcomes**

# Purchase-Focused Growth Strategy

## 1 High-Intent CPA Structuring

- Purchase-focused CPA model centered on **user quality and conversion intent**
- Optimization aligned with **downstream purchase behavior**
- **Growth driven** by measurable customer outcomes

## 2 High-Intent, Funnel-Aware Acquisition

- Targeting focused on **high-intent grocery and retail audiences**
- Optimization toward users showing **strong purchase intent**
- Funnel designed to **maximize first-purchase conversions**

## 3 Performance Optimization & Quality Scaling

- Creative messaging **highlighted** online shopping convenience and exclusive offers
- **Emphasis** on digital shopping experience and store + app benefits
- **Traffic continuously optimized** based on validated purchase performance



# KPI Impact That Actually Mattered



**Click → Install rates** maintained above **0.5%**, ensuring healthy acquisition performance



**Install → First Purchase conversion** exceeded **10%**, driving meaningful customer growth



**Improved efficiency** by prioritizing high-converting user cohorts



All payable events **validated** through Soriana CRM and accurately tracked via Singular



**Traffic sources continuously optimized** based on real purchase outcomes, not installs



# Results That Go Beyond Installs

## Campaign Results

Successfully scaled **first-time purchasing** users through a **purchase-focused CPA model**

**Delivered** CRM-validated purchase events with reliable attribution

Maintained stable performance while **scaling acquisition volume**

**Improved** visibility into traffic quality and customer value

## Business Impact for Soriana

- Built a **stronger mobile acquisition funnel** centered on transactions
- **Improved alignment** between marketing spend and real revenue events
- **Reduced low-intent installs** by prioritizing purchasing users
- **Established** a scalable foundation for sustainable app growth

# Why Appflix for Retail Growth

1

**Focused** on acquiring real shoppers, not just installs



2

**Purchase-driven** CPA delivery with CRM-validated outcomes



3

**Optimization** centered on **first-purchase** and **customer value**



4

**Scalable, data-driven** growth with full traffic quality visibility

