CASE STUDY

VIDEO CHAT APP

THE GOAL

Azar, a leading video chat app, sought effective ways to increase its brand presence in Germany, France, Italy, and the United Kingdom, and to promote user interaction through innovative online advertising strategies. The main goals were to increase impressions and improve click-through rates (CTR) on Google, TikTok, and via Demand-Side Platforms (DSPs), ultimately aiming to generate more app downloads.

THE SOLUTION

SoHype developed a customized campaign focusing on the production and deployment of user-generated content (UGC) videos. This strategy was chosen to foster authentic and engaging communication with the target audience. The videos were specifically designed to highlight the uniqueness of the Azar app and encourage user engagement by showcasing real experiences and success stories. The campaign strategically utilized Google and TikTok for dissemination, aiming to achieve a wide yet targeted reach in the selected countries.



Consumers also find UGC to be much more effective than other types of marketing content: 80% say it influences their purchasing decisions.

Approximately 60% of consumers agree that UGC is the most authentic way for brands to promote themselves.

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THE RESULT

10Mio.

views

based on top-performing UGC on TikTok

3,8 %

CTR

increase from 1.2% to 3.8%

50%

more installs

compared to the start of the campaign

25%

more ROAS

compared to the start of the campaign

"SoHype is an agency we've incidentally crossed paths with, but we are more than satisfied with our experience working with them. We've been running our Europe UGC campaigns over the last few months with SoHype, and they've been nothing but hyper-efficient, proactive, and communicative during all of our collaborations together. For those looking for a new marketing agency in the Europe market, I highly recommend working with SoHype."

Aiden, Managing Director @Azar