letgo

Letgo streamlines user journeys and lifts user acquisition by 35%

Letgo's secondhand marketplace app leverages the power of OneLink deep links to personalize, experiment, and drive return on experience

APP CATEGORY
Shopping

HEADQUARTERS
New York & Barcelona

#1 app
FOR BUYING AND SELLING LOCALLY

2nd fastest
GROWING APP IN US SINCE 2015

100 million
DOWNLOADS

BACKGROUND

Letgo's free app makes it simple to buy and sell locally. With over 100M downloads and 400M listings worldwide since its 2015 launch, the Letgo app has become a leading marketplace for secondhand goods, featuring items ranging from cars to furniture to clothing. Letgo has demonstrated itself as a customer experience leader through constant innovation and iteration to simplify interaction with the app, for example, by making the key process of listing items utterly simple.

35%
Acquisition uplift using Smart Banners

38%
Conversion rate with user referrals

AppsFlyer

CHALLENGE

In their bid to become the leading secondhand marketplace, Letgo acquisition and retention managers required tools to ensure a smooth and individualized user path to app install and engagement. Letgo also needed a platform that could collect actionable data to make informed decisions, especially regarding installs and engagement. Finally, the marketplace wanted a robust attribution platform capable of showing the return on customer experience investments -- or return on experience (ROX) -- with metrics such as revenue, LTV, and post-install engagements.

SOLUTION

By using OneLink deep linking technology, Letgo were able to compare ROX KPIs and understand how different mobile web-to-app (W2A) and user referral experiences impacted the business. They ran multiple W2A Smart Banners variants and, in their user referral campaigns, used OneLink to personalize user journeys -- including the names of the referrer and recipient -- and measure results. OneLink enabled Letgo to single out the highest performing banner, helping generate a 35% conversion uplift, while their personalized referral campaign showed 38% conversion and high post-install engagement. With this data in hand, the Letgo acquisition and retention teams have executed on multiple follow-on iteration and optimization cycles.
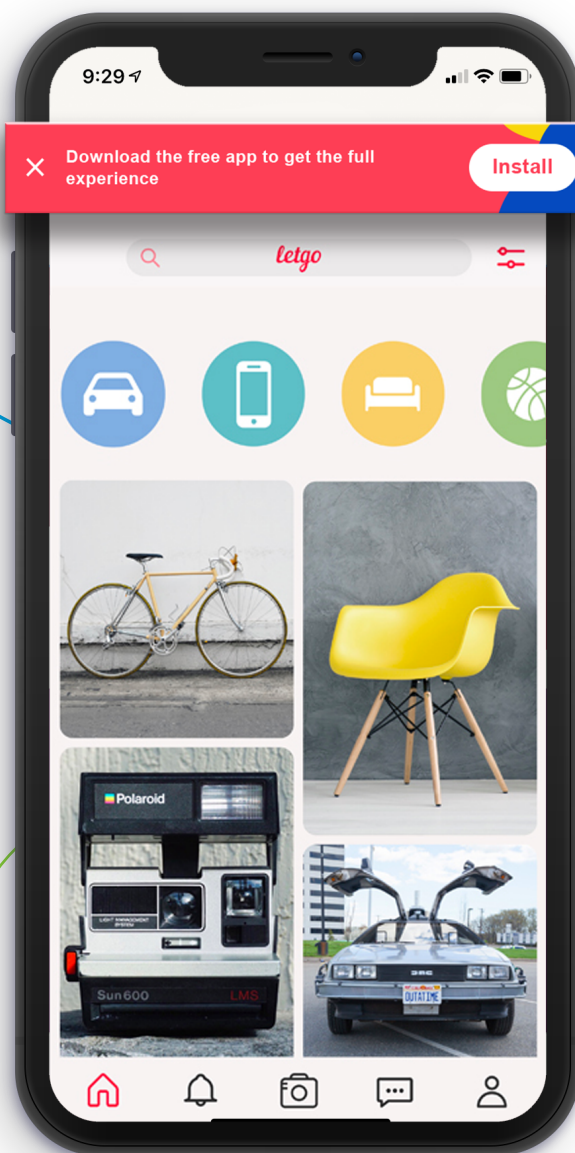

Letgo's optimized banner drives acquisition growth

"Not only does OneLink allow us to test, measure, and understand what most effectively drives user conversions, it also enables us to optimize and personalize our owned media campaigns to support more positive user experiences and improve business outcomes."

Iago Novoa Zarauza, Head of BI at Letgo

Letgo's referrals result in nearly 4 of 10 recipients making a purchase
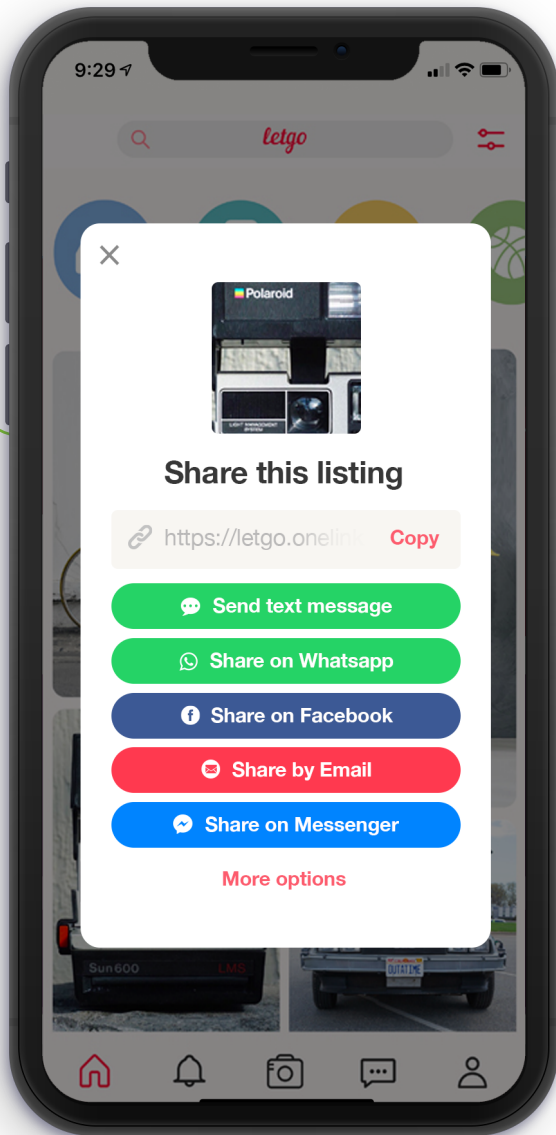
KEY FEATURES

✓ Robust deep linking technology to enable smooth user experience and supercharge acquisition and conversion

✓ Accurate attribution to provide visibility to data for informed, data-driven decisions

✓ Personalization to drive higher post-install engagement and LTV