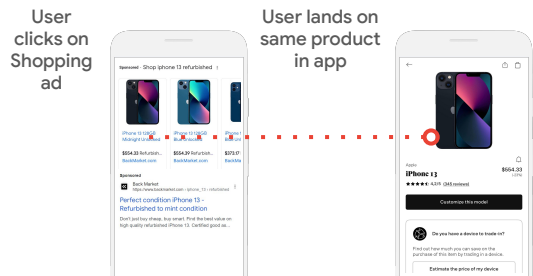# Back Market increased app customer re-engagement with Web to App Connect

Back Market

Refurbished tech marketplace
EMEA - France • backmarket.com

User clicks on Shopping ad

User lands on same product in app

The Challenge

Back Market is a main actor in the circular economy, selling refurbished high-tech products. Its app users are 20% more valuable as customers compared to its web users. Back Market aimed to increase both its average revenue per user and its customer purchase repeat rate with its app. It already had a robust web strategy with its Search and Shopping campaigns, and it wanted to use those channels to re-engage app users, especially online shoppers.

The Approach

After a successful first test on the French market, Back Market implemented Web to App Connect (W2AC) with Android app links and iOS universal links at a larger scale to cover its most valuable web pages and create a seamless web-to-app experience for mobile app users. Back Market also used Google Analytics for Firebase conversion tracking to gain insights on where and when its customers converted across the web and its app.

The Results

Using W2AC, Back Market was able to achieve a 55% higher return on ad spend (ROAS) for its app users. W2AC helped significantly grow web and app traffic, with a 20% increase in Android traffic that was attributed to Back Market's Google Ads web campaigns (80% through Performance Max and 20% through Search campaigns). Based on the results, Back Market will begin investing in App campaigns for Engagement to continue engaging with its valuable app users.

> "Implementing Web to App Connect was the logical next step to improve our user experience, gain more valuable mobile customers by engaging them on our app, and boost our web campaigns' ROAS."

—*François Rabier, Mobile App Marketing Manager, Back Market*

20%
Increase in app traffic

2x
Higher conversion rate on app vs. mobile web

7%
Higher avg. revenue on app vs. mWeb for returning visitors

100%
Higher ROAS than mobile web
*Search and Performance Max

Primary Marketing Objective

› Grow Online Sales

Featured Product Area

› Web to App Connect