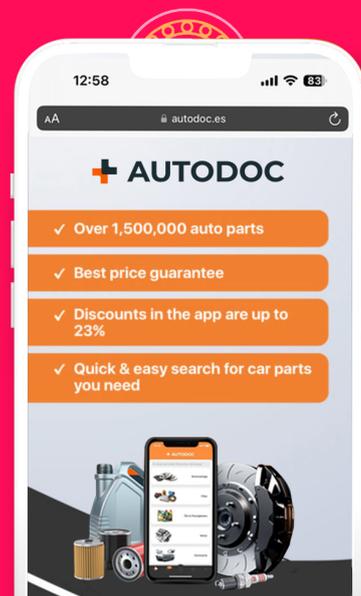


# Driving Success: Autodoc SE Accelerates Growth with Tappx



## An overview

In the fiercely competitive landscape of Europe's automotive industry, Autodoc SE stands out as a leading online destination for car parts and accessories. Offering a comprehensive range of products, from car accessories to truck and motorcycle spare parts, Autodoc operates numerous country-specific online stores, serving customers across 27 countries. With a workforce of 5000 employees and net revenue reaching €1.3 billion in 2023, Autodoc has solidified its position as one of Europe's largest online stores for vehicle parts. Central to its success is the company's commitment to diversifying its business areas and providing a seamless shopping experience, all just a click away. But what truly propels Autodoc's success in the fiercely competitive online automotive component retailing landscape?

## The challenge

Autodoc embarked on a partnership with Tappx, aiming to expand its user acquisition volumes and boost the number of new users making their initial purchases. At the onset of this partnership, various challenges were encountered. However, through meticulous assessment, the Tappx team identified key areas for optimization, investing countless hours studying millions of impressions to fine-tune targeting strategies and identify the ideal audience with the highest conversion rates in optimal geographic locations. Leveraging their expertise and adopting a collaborative approach, Tappx worked closely with Autodoc to develop tailored creative assets and drive tangible results.

## The solution

In response to Autodoc's challenges, a comprehensive strategy was implemented to optimize campaign performance and drive an increase in new user acquisition. Recognizing the diverse demographics across different countries, audiences were strategically segmented to maximize reach and tap into high-potential customer segments. An integrated media acquisition approach was adopted, encompassing programmatic, native, and social channels. Additionally, a transition was made from CPI (Cost-Per-Install) to a CPA (Cost-Per-Action) pay-per-performance buying model, ensuring that app installations were guaranteed and enabling effective bidding for prime advertising spaces. By leveraging this approach, the aim was not only to attract more users but also to ensure that they were likely to convert into making their first purchases on Autodoc's platform.

## AUTODOC

### The results

The partnership between Autodoc and Tappx has proven exceptionally rewarding, particularly evidenced by the remarkable performance in the first quarter of 2024. A notable surge has been witnessed, with some of the metrics experiencing a staggering 100% increase. Significantly, there have been substantial gains in user acquisition, particularly in key markets such as France, Germany, and the Nordics, leading to a notable increase in Average Revenue Per User (ARPU). These milestones underscore the successful synergy between Tappx and Autodoc, paving the way for continued success and growth in the future.

**114%+**

Conversion rate

**61%+**

Number  
of purchases

**100%+**

Purchase  
ratio

**79%+**

ARPU

## + AUTODOC

*Tappx is our respected partner, helping the AutoDoc app acquire tens of thousands of new users yearly. This is a team of high professionals, managers are responsive and deeply involved in their work. Thanks to Tappx, we manage to get new users from all major sources known for their quality such as Kayzen, Smadex, Unity, various social networks, OEM, and many others. We have been cooperating for several years, and our plans are to strengthen the partnership and increase volumes.*



**Anastasiia Reshetniak**  
Mobile Traffic Manager at AutoDoc

### Results Q1-2023 v s Q1 -2024

	Jan-Apr 2023	Jan-Apr 2024	% Growth
Conversion rate	21%	45%	114%
Number of purchases	595	962	61%
Purchase ratio	9%	18%	100%
ARPU	\$11.3	\$20.3	79%