

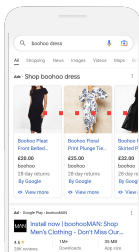


# boohoo increased its revenue by 25%, improved ROI by 75% with Web to App Connect

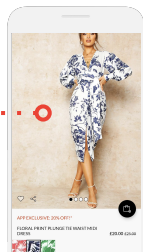
## boohoo

A fashion retailer  
EMEA - United Kingdom • [boohoo.com](https://www.boohoo.com)

User clicks on Shopping ad



User lands on same product in app



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### The Challenge

boohoo is a leading fashion retailer and its most valuable customers are its mobile app users, as they have higher conversion rates (CVR) than other customers. The retailer aimed to direct its customers to their preferred shopping platform. However, all of boohoo's ads directed all of its customers, including app users, to the company's website, which created a fragmented user experience for boohoo customers.

### The Approach

boohoo decided to use Web to App Connect (W2AC) with Android App Links and Universal Deep Links to direct customers to its mobile app. Combining W2AC with Android App Links and Universal Deep Links allowed the fashion retailer to create a seamless transition from marketing engagement into its app, where customers are more likely to convert.

### The Results

W2AC helped boohoo's audience embrace app usage and the retailer saw strong results. boohoo achieved a 25% increase in revenue, a 550% higher CVR compared to web, an 83% lower cost of conversion than web, a 33% higher return on ad spend (ROAS) than web, and an 8% increase in net conversion volume. Overall, boohoo's return on investment (ROI) has improved by 75% with W2AC.

**“We’ve been really excited about Web to App Connect and the results have been phenomenal! boohoo’s ROI has improved by 75%.”**

—Nicola Black, boohoo.com, Senior Paid Media Manager

**25%**  
Revenue increase

**8%**  
Increase in net sales

**33%**  
Higher ROAS than web conversions

**5.5x**  
Higher conversion than web

### Primary Marketing Objective

› [Grow Online Sales](#)

### Featured Product Areas

› [App Deep Linking \(Appify\)](#)

› [Web to App Connect](#)

