With Remerge’s advanced targeting setup, foodpanda drives orders by 22%.

**Additional Sales Return Count of Retargeted User**

**ROAS +617% +22%**

Benjamin Bauer | foodpanda CMO

We were impressed by the way Remerge’s platform can dynamically handle and retarget a multitude of segments, bringing efficiency and effectiveness to the way we re-engage with our app users through personalization. Their high level of support is extraordinary.

### The Background

**Presence in 40 Countries**

The foodpanda group is a leading online food ordering marketplace that lets users order meals from local restaurants via its app. The company consists of multiple brands operating in more than 40 countries across South America, Asia, the Middle East, Eastern Europe and Africa.

Remerge segmented foodpanda’s customers first into 3 main user profiles and then more granularly depending on their period of inactivity.

### The Goals

- Re-engage lapsed users
- Increase revenue
- Drive number of total orders

### The Strategy

1. **The segmentation** helps identify users who have been inactive for different periods.
   - **Very recent** users: those who are active and have placed an order within the last 30 days.
   - **Less recent** users: those who have placed an order more than 30 days ago but less than 90 days ago.
   - **Inactivity time frames:** Users who have previously placed a certain number of orders in a specified time frame.

2. Regular Ad
   - Display banners were shown in real time to users in a number of countries across South Eastern Europe, Asia & the Middle East.
   - The SDK-less approach enabled quick data integration and simple attribution through foodpanda’s measurement partner. As such, setup was swift and the first campaign went live within a couple of days.

3. After the campaign’s success with standard banners, Remerge commenced testing native and dynamic ads to drive additional scale and maximize ad relevancy.

4. The strategy is to move users in certain groups into other groups with纊or positioning and to re-target them with personalized ads.

5. Remerge worked closely with foodpanda’s marketing team to coordinate with other in-house marketing activities and to ensure promotions were aligned across providers to achieve maximum impact.

### The Results

- **+617% Return on Ad Spend**
- **+22% Additional Sales**
- **9x Avg**

With Remerge’s scalable programmatic buying service and optimized ad serving, foodpanda achieved a 22% increase in sales and an overall ROAS of +617%.

foodpanda also saw a significant impact on engagement, with users retargeted by Remerge returning to the app 9 times on average.

### Remerge: An efficient & scalable solution to app retargeting

Remerge supported foodpanda with the design of their ad banners.