



**Study cases  
paid campaigns &  
free offers**

# Foodpanda

## About Foodpanda

Foodpanda is a mobile food delivery marketplace owned by Berlin-based company, Delivery Hero SE, and operates in about 50 countries, including Romania.

The service allows users to select from local restaurants and place orders via its mobile applications, as well as its websites.

The company has partnered with over 115,000 restaurants in 246 cities and works with over 80,000 delivery riders.

## Challenge

Well established in Romania, Foodpanda set its main objective to attract new users in their app. As their CPA (cost per acquisition) for online Ads was already higher than expected, alternatives were needed.



Industry: Home delivery

Period: January 2021

Campaign type: Attract new users

Content type: Stories



## Campaign – pay per story

The approach was to use the local influencers to promote a discount code for new users in the Foodpanda app: FOODPANDA15. The campaign took place in 2 phases on Instagram: first, for local influencers based in major cities of Romania (Bucharest, Timisoara, Iasi and Constanta) and then, at a national scale. Over 5000 local influencers took part in this campaign, thus reducing the overall CPA by more than 50%.



## Results

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5320

Local influencers

>10K

Mentions

1441

Discount codes

+50%

CPA optimization



## DM Drogerie

### About dm-drogerie markt

dm-drogerie markt is a chain of retail stores headquartered in Karlsruhe, Germany, that sells cosmetics, healthcare items, household products and healthy food. With a unique market position, there are over 100 dm-drogerie markt stores, covering all major cities.



Industry: Retail – beauty, healthcare

Period: February 2021

Campaign type: Promote event

Content type: Stories

### Challenge

dm-drogerie markt organized a first online event out of a series dedicated to the beauty community in Romania, called: All about beauty. The participants were invited to discover new trends and receive tips and tricks from well-known beauty experts. The challenge was to quickly increase the reach of the event in Social Media, in order to increase the number of registered participants.

## Campaign – pay per story

The local influencers were assigned to post a story promoting the online event, while having also the chance to win one of the multiple prizes offered by dm-drogerie markt. With a simple set-up and a straight-forward brief, the campaign gathered 290 local influencers that shared the info about the event to their friends.



## Results

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290

Local influencers

>60K

Reach

>3K

Engagement

+30%

Participants



# Cafeneaua Piata Unirii

## About CPU

If you want to have fun in Iasi, this is the place to go. You'll find great people, best music, delicious food and fine drinks. During the day, you can enjoy the terrace, which is located in the Piata Unirii Square, a unique historical site in Iasi. In the evening, you can have dinner while listening to great chill-out music.

## Challenge

At the beginning of the pandemic, the number of customers dropped to zero because of the lockdown restrictions. After the partial lift of the restrictions, their main goal was to promote the venue and attract as many new clients in a safe environment, while keeping a positive atmosphere where people feel comfortable.



Industry: HORECA

Period: June 2020 – present

Campaign type: Free offers

Content type: Stories to promote  
the venue



## Campaign – free offers

The approach was to offer free cocktails or coffees to local influencers that promoted the atmosphere of the venue and the variety of the menu. With the help of FameUp, they gave over 500 free offers to more than 200 local influencers from Iasi. This way, they gained more exposure on Social Media and became one of the most visited restaurants in the city, with NO OTHER ADDITIONAL COSTS, but the costs of the products offered.



## Results

>200

Local influencers

>500

Free offers

>1.5K

Followers on Insta

+25%

Sales vs prev. year

## KEY FIGURES

RO + ES

2021

>125.000

Local influencers

>4.000

Local & national brands

>120 mil.

Total potential reach

>60.000

Deals completed





**Victor Gavronschi**

Chief Marketing Executive

0040 751 879 113 | [www.fameup.net](http://www.fameup.net)