

MakoLab

MOBILE SOLUTIONS

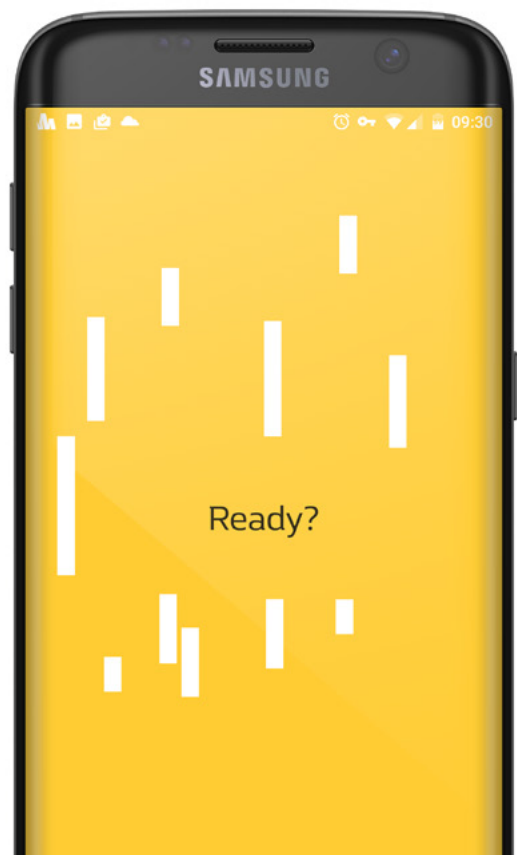
Shake&Win

MY Renault App Promo Tool

10K mobile installs and 4K new customers registered... in 6 weeks. All that thanks to the Renault promotional campaign in the Middle East region enhanced by an engaging mobile functionality designed and realised by MakoLab.

Goal

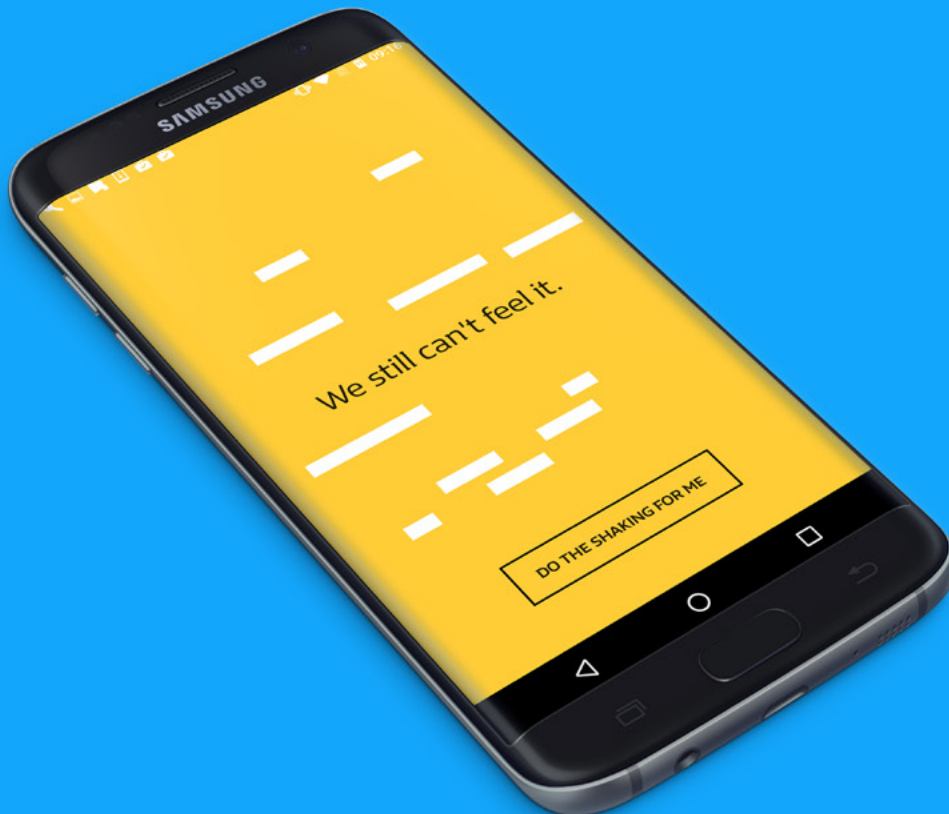
The 'Shake&Win' campaign was developed to increase the number of new and active users of the MY Renault mobile app in GCC and Egypt. Increasing the download rate from Google Play and App Store, an increase in new registered users, and boosting the number of operations queried via the mobile app were all listed as top requirements for the campaign.



Solution

The promo concept involved a competition available only to registered MY Renault mobile app users. Being drawn out of all the entries, the users could win valuable Renault prizes. The main feature of the competition was the highly engaging 'Click-Shake-Win' entry submission mechanism, which involved developing a unique functionality for the app.

MakoLab built the 'submit by shaking' function that operated on the widely used mobile phone gyroscope and accelerometer mechanisms. This was then framed through an engaging UX and implemented in the app, creating an attractive interaction mechanism, available only for the MY Renault mobile app users.



Results

10.5K

total
mobile
installs

4K+

new
customer
registrations

1.7K+

after sales
leads/entries
generated

41%

increase in online
enquires from
MY Renault

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