



Vinted gains 128% more in-app actions on iOS after switching to Google Analytics for Firebase

Vinted

A C2C marketplace for secondhand clothing
EMEA - Lithuania • [vinted.com](https://www.vinted.com)



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The Challenge

Vinted is a retail platform for buying and selling secondhand clothes. One of Vinted's main objectives is to scale app performance in its top markets. In order to achieve this, the company needed more in-app actions at an improved cost, particularly on iOS.

The Approach

Vinted decided to bid on Google Analytics for Firebase conversions to improve its iOS App campaigns and its iOS signals. After switching its conversions to Google Analytics for Firebase, Vinted achieved more in-app events at a lower cost per acquisition (CPA) compared to the previous period. Using Google Analytics for Firebase also helped Vinted increase scale and achieve more deeper-funnel events.

The Results

Thirty days after implementing Google Analytics for Firebase conversions on iOS, Vinted achieved 128% more in-app actions compared to the previous setup with its app attribution partner. The company also saw its installs grow by 92% at a lower cost per install (CPI). Overall, Vinted's cost per engagement decreased by 22%.

“We smoothly transferred our bidding to Google Analytics for Firebase. After the transfer, we saw an immediate impact on our iOS performance and unlocked new opportunities.”

- Ali Mehrabiyan, Digital Marketing Manager at Vinted

128%

More in-app actions

92%

Increase in installs

22%

Lower cost per engagement

Primary Marketing Objective

> [Drive Apps & Mobile Growth](#)

Featured Product Area

> [Google Analytics for Firebase Bidding](#)