



Winning the DTC Game: Nova Water's Mobile-First Leap

Introduction

Nova, one of Saudi Arabia's most recognized bottled water brands, identified a strategic opportunity to expand its Direct-to-Consumer (DTC) presence. With the shift in consumer expectations toward convenience, personalization, and wellness, Nova launched a mobile-first campaign aimed at increasing app adoption and building a direct customer base—primarily targeting wellness-focused, digitally native consumers.

The Challenge of Building a DTC Funnel in a Crowded Market

The primary challenge was market saturation. Many consumers relied on third-party delivery apps or retailers. Nova wanted to shift this dynamic by owning the direct customer relationship and building a loyal base through its mobile app.

The objective was to grow app installs and increase engagement while maintaining a cost-efficient acquisition strategy.

Our Tailored Solution for Nova

We developed a tailored strategy to address Nova's challenges while ensuring the delivery of results at scale:

- Deep audience insights derived from real-time behavioural data
- Multi-channel adaptive campaign strategies to scale outcomes
- Segment-based targeting tailored to intent signals

Nova determined that our data-driven approach provided the highest alignment with their DTC objectives. The flexibility to refine strategies in real-time and focus on an engagement-centric optimization model further influenced their decision

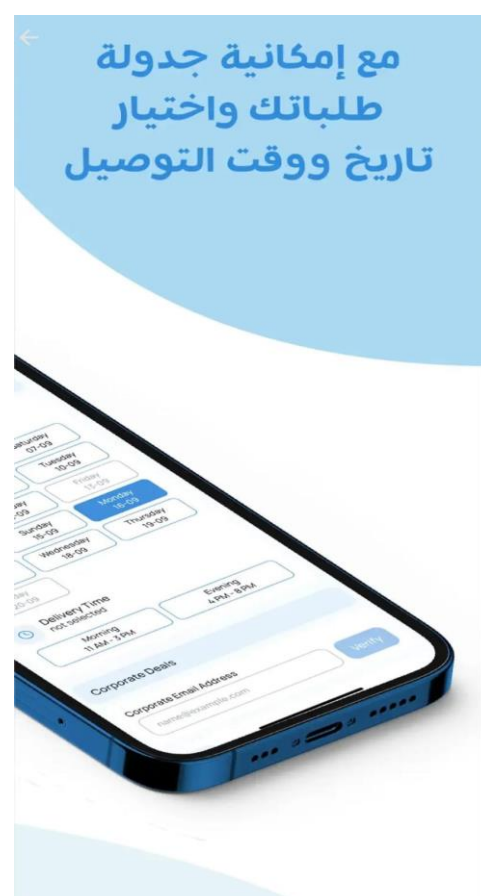
How We Executed the Campaign

The campaign was structured around three pillars:

1. Category-Based Targeting: Prioritized Health & Fitness, Lifestyle, and Utility app users who demonstrated interest in hydration, wellness, or daily essentials
2. Audience Segmentation: Focused on users aged 18–34 in major Saudi cities with high mobile app usage and wellness-oriented behavior
3. Behavioral Signals: Included frequent app installers, hydration-related app users, and individuals showing active interest in healthy living, smart home utility, or eco-friendly products

Key tactics included:

- Lookalike audiences built from Nova's high-value user base
- Sequential retargeting for users who engaged but did not convert
- Bid and budget adjustments based on device type, time-of-day, and engagement trends



"Partnering with TMV was instrumental in driving exceptional results for our performance campaign. Their data-driven approach, agility, and deep platform expertise helped us get our KPIs and deliver measurable impact"
Najem Awar – Brand Activation Director, Nova Water

"Collaborating with TMV enabled us to unlock great performance outcomes for Nova. The optimization capabilities and responsiveness made them a valuable partner in delivering against campaign goals"
Tarek Sharafeddine – Client Leadership Director, Mindshare

"TMV played a key role in elevating our campaign performance. Their strategic insight, and commitment to outcomes made them a trusted partner in meeting client objectives"
Ammar Sadiq – Senior Media Manager, Mindshare

TOTAL MEDIA
VENTURES

3x

Growth in installs

60%

first purchase among total purchase

10%

Conversion Rate

Conversion rate that's 4X higher than the industry benchmark of 2.5%.