



Tappi Case Study: Google Ads & Meta Campaigns

Overview

Tappi set out to increase signups for its digital storefront and marketing platform among small business owners in Kenya and Nigeria. With a focus on mobile-first entrepreneurs and informal retail businesses, Tappi combined Google Ads and Meta Ads to reach, educate, and convert users efficiently.

Strategy

We launched Google Search and Display campaigns targeting keywords like 'sell online Kenya', 'market small business', and 'digital store Nigeria'. On Meta, we used Lead Generation Ads with instant forms and video ads in Swahili, Pidgin, and English. Remarketing was implemented across both platforms to re-engage warm leads.

Performance Metrics

Metric	Google Ads	Meta Ads
Clicks	4,800	6,300
Leads	720	1,080
Cost per Lead	\$1.60	\$0.95
Click-Through Rate	4.8%	5.1%
Conversions from Retargeting	+22%	+31%

Key Learnings & Conclusion

The integrated campaign led to a 35% reduction in cost per lead compared to previous efforts. Google Ads captured high-intent users, while Meta Ads built awareness and engagement with local creatives. Tappi successfully scaled adoption and helped thousands of SMEs digitize their business presence.

Contact

To learn more about how Tappi helps African small businesses grow online, visit: www.tappi.app.