**Magazine Luiza is most downloaded app,   
thanks to #MagaluBug**

**São Paulo, July 12, 2019 –** On Thursday, a “bug” released a discount of R$1,000 for any purchase on Magazine Luiza’s e-commerce platform. Magalu became a trending topic on Twitter, with customers celebrating their purchases and others lamenting the missed opportunity. The #MagaluBug caught the attention of Brazilians who wanted to get in on the action. The Magazine Luiza app was the most downloaded app on the Apple Store, outperforming Instagram, WhatsApp, Facebook and others.

Even after the brand’s virtual character and influencer, Lu, issued a statement, the topic was trending all day long on social media. This was the longest time the brand has ever been a trending topic on Twitter. #MagaluBug was viewed over 1.8 million on social media, liked 11,500 times, and received 1,500 comments. Yesterday, Magalu’s number of followers went up four times faster than normal.

Many products were delivered on the same day the order was placed. 71% of all clients who bought products in the action were shopping for the first time with Magalu. The company’s marketing team is known for coming up with bold marketing campaigns, like Black Post. Now, the #MagaluBug will be added to the company’s roadmap of events and may happen again in the future.