



## TAPTICA MOBILE CAMPAIGNS DRIVE QUALITY INSTALLS AT SCALE FOR MAJOR TRANSPORTATION APP

A major US developer sought large-scale user acquisition for their massive peer-to-peer ride sharing application. The app allows users to request a comfortable and affordable ride at the touch of a button, far more quickly and easily than public or shared transportation alternatives.

### OBJECTIVES

The developer reached out to the team at Taptica to help scale acquisition of high-quality active users for their application. Together, they worked to set the launch of in-app and mobile web campaigns to acquire new quality users at scale across the US.

The results of our Taptica campaigns really speak for themselves, but what struck us most was the open and meaningful communication that our campaign manager maintained with us throughout the duration of our campaigns. Knowing there was someone in our corner that we could trust was incredibly reassuring.

– Communications Manager

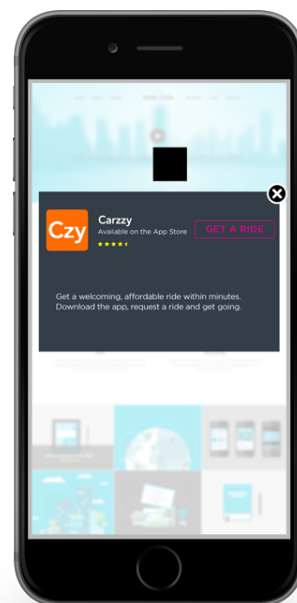
### THE TAPTICA APPROACH

Taptica launched national app install campaigns across a number of social, chat, utility, news, and entertainment focused in-app and mobile web channels. Ensuring the developer's user scale and quality goals would be reached, the Taptica team ran campaigns manually to maintain complete control over campaign spend, targeting, and optimization.

Applying a flexible CPI strategy, campaign managers were able to adjust the cost per install based on traffic source; boosting budget on promising sources to increase volume, while lowering accordingly

for low performing sources to avoid misallocation of ad dollars. Taptica then strategically ranked and allocated ad spend to the top performing publishers and channels in order to optimize for the ads and placements which drove their highest quality traffic.

Additionally, the developer chose to implement post-install event tracking of key user quality indicators such as Registrations and First Rides, which proved to be essential in optimizing for their most valuable users nationally. This allowed campaign managers to run campaigns on a range of mobile channels with various targeting methods and ad types in order to analyze and identify high performers based on the scale and quality goals that the developer set.



“Unlike with other partners, Taptica provided us with total confidence and transparency to know exactly where our ads were being run and the impact they were generating at all times.”

– Communications Manager

## RESULTS

With tens of thousands of monthly conversions and a substantial increase in user value, the developer's mobile install campaigns generated a major increase in both volume and quality of user acquisition.

Taptica mobile campaigns were able to meet the developer's Cost per First Ride goals within the first month of campaign launch and proceed to surpass them – nearly halving that cost within the next 12 weeks.

Additionally, the power of optimizing based on user quality event tracking was evident. Within the four month span of campaign administration, the percentage of users reaching the developer's user quality goals quadrupled.

**Hundreds of  
thousands**  
of unique conversions

**4X** increase in the % of  
acquired users achieving  
the developer's user  
quality goals

Cost per First Ride KPI  
goals nearly **halved**  
within months of  
campaign launch