

# RIDESHARE

## CLIENT PROFILE

The client is a major transportation network company based in the US, with a popular mobile app that facilitates peer-to-peer ridesharing, connecting passengers who need a ride with drivers who have a car.

The app provides consumers with an alternative to public or shared transportation, with a focus on comfort, safety and affordability at the tap of a button.

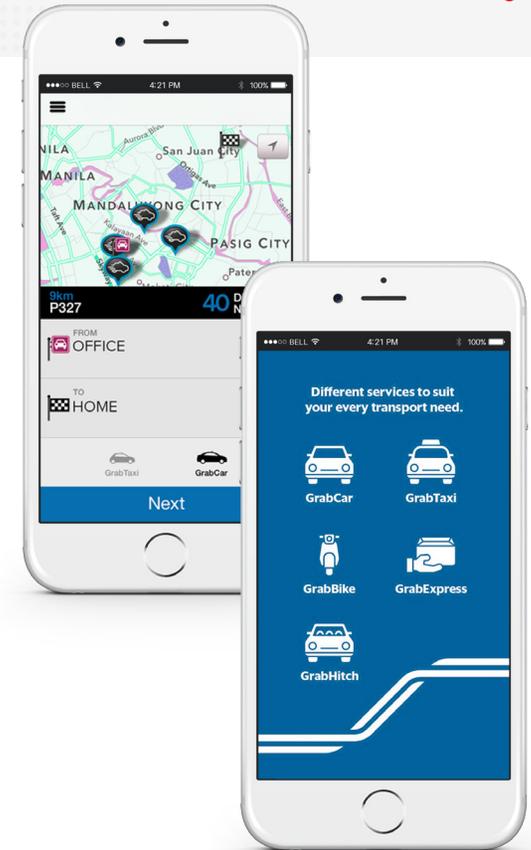
## THE CHALLENGE

With the ridesharing landscape becoming increasingly competitive, the client reached out to MUNDOmedia during late Q4 in 2015 with a primary objective of solidifying their top position in a crowded marketplace.

Important aspects of the client's user acquisition strategy included full transparency and control over media buys, access to exclusive/proprietary ad inventory, custom creative solutions and a strong focus on real-time optimization capabilities as they pertained to the client's KPI quality metrics.

"As one of our top UA partners, MUNDOmedia showed us real results on our media buys. By providing us with full transparency and detailed weekly media buying plans, we were able to scale budgets with the confidence that our advertising dollars were being effectively spent. Daily optimizations made towards our post-install events also allowed us to realize great value on our new users, as our KPI goals were consistently exceeded."

— Ridesharing Client UA Team



---

## STRATEGIES WE USED

### Effective Communication. Constant Optimization. Focus on Quality & Compliance.

- **MUNDOmedia** launched national app install campaigns on exclusive in-app and mobile web channels, focusing on the following verticals: Social, Utilities, News/Entertainment, Gaming, Sports
- To ensure that the clients objectives were met from a transparency and control perspective, **MUNDOmedia** provided decoded API access to all ad placements and ran campaigns manually to ensure that spend, targeting and optimizations were controlled
- The client asked to implement post-install event tracking of key quality indicators (First Time Rides), allowing the **MUNDOmedia** optimization managers to optimize ad placements to those events in real-time on a daily basis
- By working off a weekly media buying plan that incorporated a flexible CPI strategy, **MUNDOmedia** campaign managers were able to maximize value on advertising dollars spent by adjusting CPIs per ad placement, yielding a balance between volume and quality on top performing placements
- The **MUNDOmedia** creative team designed performance-driven ad units for specific city-targeted campaigns, resulting in a 55% increase in CTR and more First Time Riders for the client in key cities

---

## CONTACT US

**TORONTO HQ:** 120 East Beaver Creek Road Suite 200 Richmond Hill, Ontario L4B 4V1, Canada

**PHONE:** 416.342.5646 **EMAIL:** info@mundomedia.com

[WWW.MUNDOMEDIA.COM](http://WWW.MUNDOMEDIA.COM)

---

## RESULTS

### **MUNDOmedia** helped reach its acquisition objectives with the following results:



Generated more than **HALF A MILLION** (and growing) iOS and Android **DOWNLOADS** during the four month period the campaign has been live



Cost per First Time Ride KPI goals **DROPPED 55%** within 30 days of campaign launch



Account grew **150%** month-over-month during a four month period, with a **6X INCREASE** in the percentage of acquired users who exceeded the client's quality metrics



Kept a good record of **QUALITY TRAFFIC** with no compliance incidences, allowing the client to focus on growth and market share without worrying about brand safety