Taptica Case Study

TAPTICA SOCIAL CAMPAIGNS DRIVE ACTIVE NEW RIDERS FOR CURB

curb

Curb, by Verifone Taxi Systems, is the #1 taxi app in the US. Connecting users to more than 100,000 professional, fully-insured taxi drivers in 65 cities nationwide, Curb makes getting a great ride faster and easier than ever.

OBJECTIVES

Curb partnered with the Taptica social team in search of highly engaged new users across 12 key cities nationally.

> We came to Taptica with a fairly expansive target audience and aggressive CPIs. I was incredibly impressed with how they optimized and refined our campaigns throughout the process to cut costs and still hit the high-value users in our core markets.
>
> - Jenna MacPherson, Director of Marketing Communications - Taxi Systems at VeriFone

THE TAPTICA APPROACH

Taptica launched joint social campaigns across Facebook® and Instagram that targeted relevant Android and iOS users near key Curb epicenters, all the while optimizing toward app launches to continually move toward their most engaged users.

With its granular city-specific targeting features, Facebook was the ideal platform to meet Curb's needs. However, targeting each of the developer's campaigns by individual cities quickly became unsustainable. To beat these costs while still enjoying the granularity of city targeting,

Taptica tested joint-city targeting, aiming to reach all qualifying cities within the same ad set in order to save budget.

They also supplemented their joint-city targeting with additional Facebook radius targeting to include the 50 miles surrounding each city in an effort to further expand their relevant user reach. This strategy was extremely effective, driving nearly 5X more installs than standard city-specific targeting alone.

Curb and Taptica also worked together to launch new campaigns that featured unique, city-specific promotional codes for $5 or $10 off a new user's first ride. After early challenges with first-ride event implementation, this strategy enabled Taptica to bypass the issue entirely, immediately honing in on Curb's most relevant users to boost 2.5X higher engagement and 35% lower CPIs.

RESULTS

Over the course of three months, Curb social campaigns drove:

300% install growth, while cutting CPIs by 35%

Promo code campaigns boost ~2.5X higher average app starts per user

50-mile radius targeting drives ~5X more app installs

Campaigns correspond with 23-point climb in the Google Play Store, moving up from #46 to #23

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