



3X

Surge In Installs  
& First Ride  
Users

### Campaign Objective

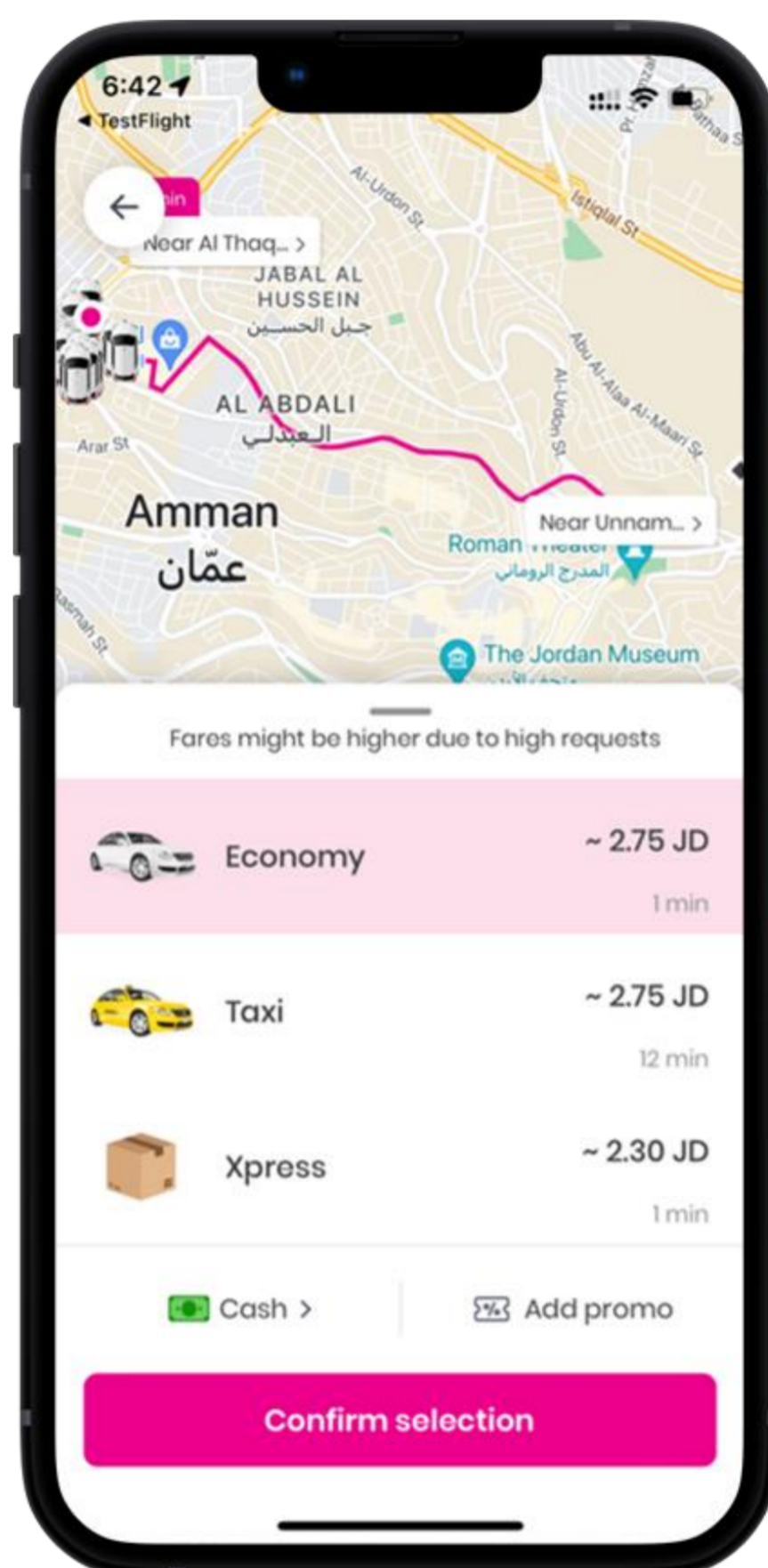
To drive maximum users who take first ride.

### Challenge

The client was expecting good number of new users taking first ride followed by repeated orders for higher LTV.

### Our Approach

We identified that during certain hours of the day, most sources were driving very high install to first ride users which were translating to repeated rides as well. We split the budget of the campaign in a way that we consume most of it during peak hours only to drive the best results.



### Campaign Outcome



346,271  
Install



22,473  
First Ride



1.81%  
Click to Installs



6.5%  
Install to First  
Ride

### About Axponent

Axponent is a digital marketing company helping brands to acquire real users and boost their performance by offering it's wide range of services.