

# Easy Taxi Partners with Kenshoo to Increase App Engagement and Improve Time Savings by 68%

## BACKGROUND



Easy Taxi is a leading global taxi solution for consumers and businesses in 420 cities worldwide. Its fleet of more than 400,000 drivers has been serving passengers in 30+ countries, including top emerging markets of Latin America, East Africa, Southeast Asia and the Middle East.

Growing penetration of smartphones opened a strategic window for the company, which aspired to rapidly boost its growth in the competitive taxi-booking app sector.

Easy Taxi desired a one-stop social marketing solution to effectively acquire new users and keep them engaged via passenger-centric campaigns and product updates to build a meaningful relationship throughout the customer journey.

## CHALLENGE

As Easy Taxi operates in more than 30 countries, its main challenge is to find a way to set-up, control, optimize, and analyze all of its advertising efforts in the most efficient way in regards to invested time and budget. The embedded mobile-first approach to urban mobility has added additional layer of complexity to the company's digital marketing execution.

The team was looking to overcome the following challenges:

### Challenge 1:

Time spent combining multiple targeting options, geographical areas, creative, and operating systems

### Challenge 2:

Tracking and slicing marketing data in order to have a global overview of all campaigns

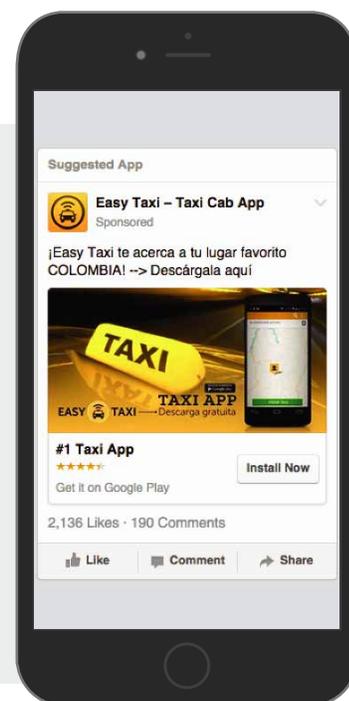
### Challenge 3:

Budget control and optimization of extremely fragmented investments, split into 400+ cities

## SOLUTION

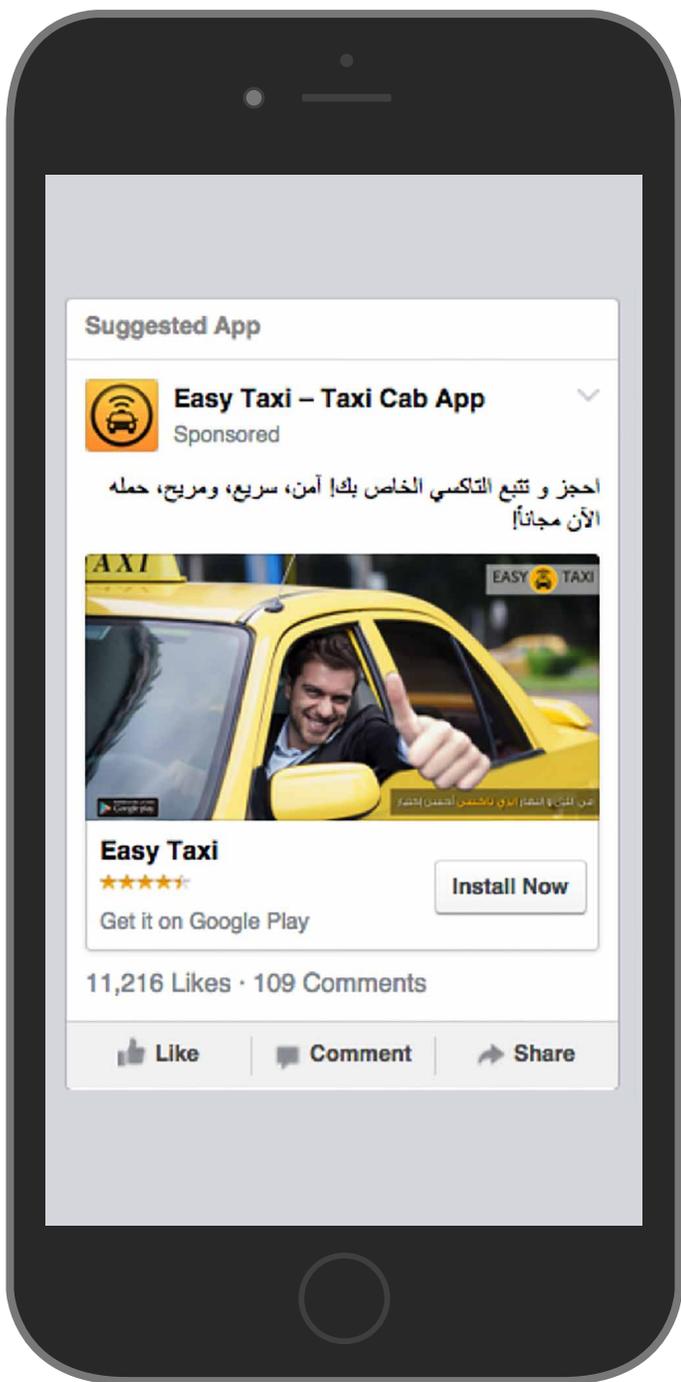
Easy Taxi partnered with Kenshoo to launch and manage its Facebook advertising campaigns on the Kenshoo platform. To achieve its set goals, Easy Taxi leveraged many facets of the Kenshoo Suite:

- Utilize Kenshoo Personas to save and duplicate desired targeting settings
- Create a global view of performance metrics using Kenshoo's Analysis Grid
- Customize key performance indicators (KPIs) using Kenshoo's Custom Metrics
- Respond quickly to local budget and creative requests by editing in bulk
- Use naming templates to facilitate reporting



**RESULTS**

After onboarding with Kenshoo, Easy Taxi's social program drove:



Decrease in cost to acquire paid customer



Higher app engagement rate utilizing App Engagement Ads



More capacity to invest time in retargeting



Decrease in time spent on reporting and operational tactics

“Kenshoo’s comprehensive suite of solutions has helped us successfully scale our global program across more than 30 countries with unprecedented efficiency. By utilizing the Kenshoo platform to manage and optimize our social campaigns, we were able to automate campaign set up across geographies and audiences creation while increasing overall engagement and lowering the cost to acquire customers.”

— Paul Malicki, CMO, Easy Taxi