



# UBER



## Challenge for the Team MoMagic

To Increase Downloads and Improve ROI from acquired users

## Solutions Offered

1. Users profiling and targeting based on their app consumption Patterns
  - a. Lookalike model constructed using English News, Food and Entertainment, Travelling App users
2. Creatives and Ad materials improvisation
  - a. Uber Pool and Sedan/SUV promotions done on users on basis of their income segments
3. City specific offers and Promotions
4. Increasing conversions by targeting users on basis of their Travel patterns
5. Time based targeting to increase CTR
6. Re-targeting to increase subsequent transactions

## Results Achieved

- 50% increase in Installs to Signups
- 100% increase in Installs to Rides