



A major Indian car rental company could drive-in more customers using Adiquity's GeoSense

BACKGROUND

The client is an Indian car rental company which operates in all major cities in India. With a fleet of over 6500 cars catering to over 6,000,000 customers annually, it provides corporate and personal car leasing and rental services 24x7. The company was looking to drive-in more customers in Bangalore. The target groups were males in the range of 28-38 years of age falling under SEC classification of A1 or A2.

SOLUTION

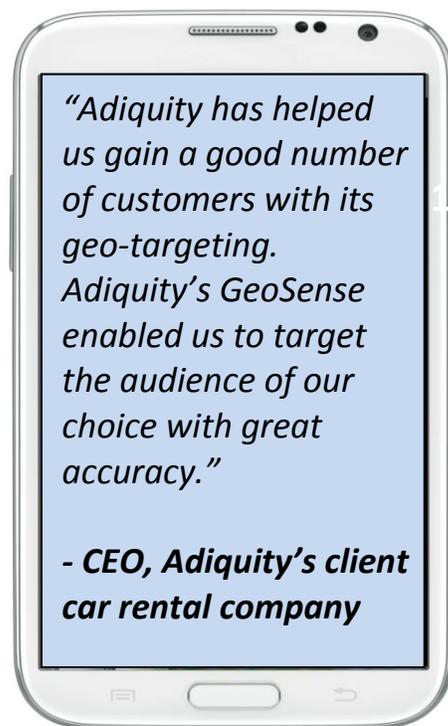
As the client's focus was on customers from Bangalore only, Adiquity used GeoSense to geo-target the city for its campaign. In order to perform precise targeting various features of

GeoSense such as City targeting, polygon targeting and radial targeting were used. The campaign had user engaging display ads to make potential customers opt for Carzonrent's service. The campaign not only spread brand awareness for the client but also fetched maximum conversions.

RESULTS

With the help of Adiquity's GeoSense, the car rental company could target potential customers in Bangalore city, and convert them to happy customers.

The client could achieve a \$0.53 eCPM.



About GeoSense

GeoSense is a product to enhance advertiser targeting options through geo-locale specific targeting. It's a combination of radial targeting, geo-fencing, and the ability to select cities and states. It interprets and analyzes the advertisers regions of interest, tracks mobile users location, and targets advertisers' campaigns. GeoSense reduces the costs for reaching the right audience and increases the ROI.

About AdIQuity

Adiquity is a leading global mobile ads platform which enables advertisers, ad agencies, ad networks, RTB DSPs and other media buyers to acquire quality global mobile traffic. It also helps mobile app developers and publishers to earn high revenue from their mobile inventory. The platform currently manages more than 20 billion ad impressions per month from 200+ countries. It has 15000+ app developers/publishers and 100+ mobile ad sources as partners.