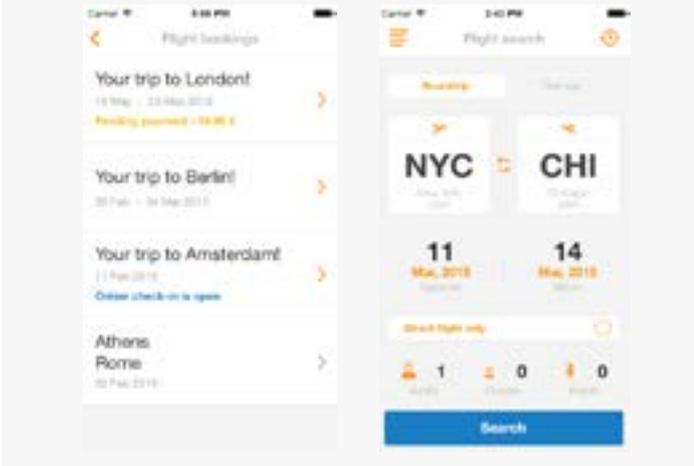


Tripsta Engages Users At Every Stage Of The Customer Lifecycle Using Localytics



KEY RESULTS

- Tripled daily bookings with one push messaging campaign
- Identified Facebook as their most valuable customer acquisition channel
- Increased login conversions



The Company: Tripsta

Tripsta is an innovative online travel agency operating in over 40 countries across the world. Within two years of launching, Tripsta saw mobile surge from 5% to 30% of its total web traffic. Tripsta launched its iOS app in 2014 to capture this opportunity and expand its brand.

The Challenge: Increasing Mobile Bookings

Tripsta’s goal was to increase bookings through their mobile app. To achieve this goal, Tripsta needed to attract new customers to the app, improve conversion flow, and nurture existing customers into loyal, repeat purchasers. They needed a solution that could help them understand and engage customers across the customer lifecycle.

The Solution: Localytics

Tripsta implemented Localytics Analytics & Marketing solution because it gave them insight and control at every stage of the customer lifecycle. Since implementing Localytics, they’ve been able to acquire valuable users, optimize key user flows, and drive bookings.

Acquire Valuable Users

Using Localytics Attribution, Tripsta discovered that users acquired through Facebook had more sessions and made more bookings than users acquired through other ad networks. **They now focus their paid acquisition efforts on Facebook exclusively.**

Optimize User Flows

After adding the option for customers to login to the app through their Facebook accounts, Tripsta discovered that 70% of users were choosing to login through Facebook, rather than email. **They moved the Facebook login option to the top of the screen, which resulted in increased login conversion.**

Drive Bookings

Tripsta uses Localytics push and in-app marketing capabilities to target users with country-specific promotions that drive bookings. In one push campaign, they offered a €10 off discount on any ticket for one day only. **The day the campaign was sent, they doubled in-app searches and tripled bookings.**

“Acquisition, app usage, and marketing are all part of one customer journey. Localytics was the only solution that captured all this data in one place, and gave us the marketing tools to make an impact at every stage.”

- Pantos Papazoglou,
Product Manager at Tripsta