

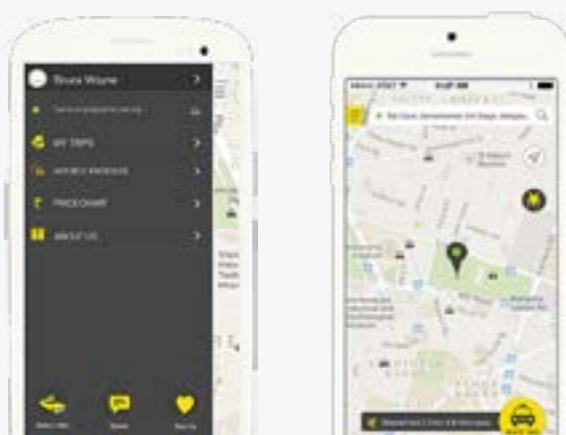
TaxiForSure Drives 27% Increase in Mobile Booking Conversion Using Localytics



KEY RESULTS

TaxiForSure used Localytics to gauge the success of promotional efforts aimed at growing mobile bookings.

- Measured a **27% increase in mobile booking conversion** using Localytics Funnels
- Measured a **162% month-over-month increase in coupon code usage** using Localytics Events



The Company: TaxiForSure

TaxiForSure is an innovative taxi-aggregating marketplace in India that enables users across seven major cities to book rides over the phone, web, or on mobile. Founded in 2011 as a web and phone based service, TaxiForSure launched their first mobile app in 2013 to further their mission of providing an easy, reliable way for people to book taxis.

The Challenge: Increasing Mobile Bookings

In order to spread the word about their new app and increase the number of bookings made on mobile, TaxiForSure has been promoting their app with advertisements and coupons on their own website and offering discounts on mobile bookings. To determine the ROI of their promotional efforts, TaxiForSure needed a clear understanding of their app usage and conversion rates.

The Solution: Localytics

TaxiForSure's marketing relied on a combination of web, mobile, and offline advertisements, making attribution a challenge. TaxiForSure used Localytics to gain deep insights into the effectiveness of their marketing.

Using Localytics Funnels, TaxiForSure was able to track users across the booking process to see how many converted for each step, allowing them to optimize the booking process and measure the results of product changes and marketing efforts. After the promotions were launched, TaxiForSure used Funnels to measure a 27% increase in booking conversion, proving that the discounts were effective.

With Localytics custom event tracking, TaxiForSure could also track each time a user entered a coupon code from the promotions. They measured a 162% month-over-month increase in coupon code usage the month the promotions were launched.

TaxiForSure plans to continue using Localytics to measure the success of its marketing efforts and further streamline the in-app booking process.

Localytics Funnels take the guesswork out of what is and isn't working in our conversion process. The insights we gain through Localytics enable us to improve our app, optimize our advertising strategy, and increase conversion rates.

- Satej Sirur, Head of Product at TaxiForSure