

TURNING ACTIVE USERS INTO CUSTOMERS

RESULTS

SCALE

+430%

REDUCED CPA

-26%

“Our strategy with Adikteev reinforced the importance of converting users into first bookings. By targeting recently active non-payers with personalized creatives and promo codes, we increased first bookings while scaling spend by 430%, all while remaining profitable.

A key learning was that broad retargeting without strict country segmentation helped us engage high-value users wherever they are.

The addition of probabilistic iOS campaigns also unlocked new reach and reduced CPA by 26%.”

HAITHAM BENABILA
Performance Marketing Manager @Omio



BACKGROUND

Omio is a travel platform that lets users compare and book trains, buses, flights, and ferries from hundreds of transport providers across dozens of countries.

UA campaigns were strong, but Omio wanted to move new users through the funnel via retargeting campaigns

OBJECTIVE

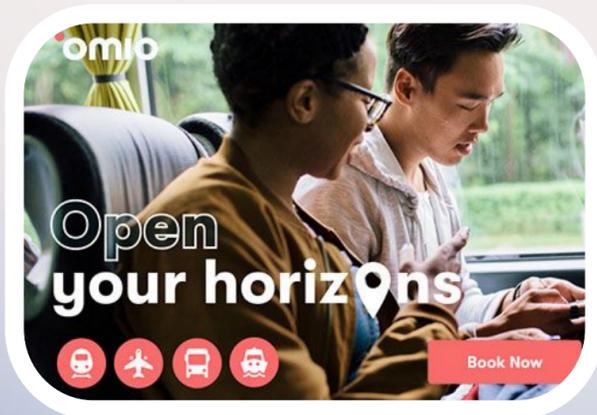
Increase number of First Bookings

STRATEGY

- Target non-payers with recent activity in the app
- Focus on active users to make sure that new non-payers with recent in-app activity see retargeting ads
- Set a target audience to capture and engage high value users
- Segmented creatives and promo codes were essential triggers for conversion

KEY TAKEAWAYS FOR TRAVEL APPS

- Global/Broad targeting engages high quality traffic efficiently
- Personalized creatives and promo codes incentivize users to convert
- Retargeting can help non-paying users make their first booking and increase conversion rates
- Launching iOS with probabilistic enabled expands reach and drives better ROAS



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