



Vizury boosts **2.5X** number of booking for Zoomcar,  
a self-drive car rental service



## Challenge

- Highly competitive industry with strong players across a growing market.
- Identifying and reaching active and inactive users.



## Objective

While the Zoomcar app had more than 1 million monthly active users, the primary objective of the retargeting campaign was to bring back drop-off to the app drive higher conversions.



## Solution

Vizury's bidding algorithm identified top converting users based on the 'purchase propensity score' for each user. This score is calculated using 40+ variables such as past conversion, time spent on the app, hours since drop-off, inactive users (especially 7 days inactive users) etc. These users are then mapped to different ad sets based on their propensity score. But once FB as a platform was used for retargeting, the user base increased exponentially. This ensured cross channel synergy and hence Vizury was able to better results.

Dynamic personalized Ads were shown to users across a wide variety of brand-safe inventory including Facebook, Google, Mopub, Pubmatic, Appnexus, etc. Intelligent real time bidding ensured that the users with the highest propensity to come back to the app and book a ride were targeted with a higher bid.



## Creatives



From past studies, it was observed that carousel link ads drive 30-50% lower cost-per-conversion and 20-30% lower cost-per-click than single-image link ads. Vizury started showing carousel ads to the users.

Campaigns were continuously optimized to remove ineffective placements and focus on high-potential users based on conversions, not just clicks.

Vizury started serving each user with personalized dynamic ad (each user sees a different image/offer on the ad) across devices which eventually helped increase in the number of bookings on the app with increase in the scale.

## Results

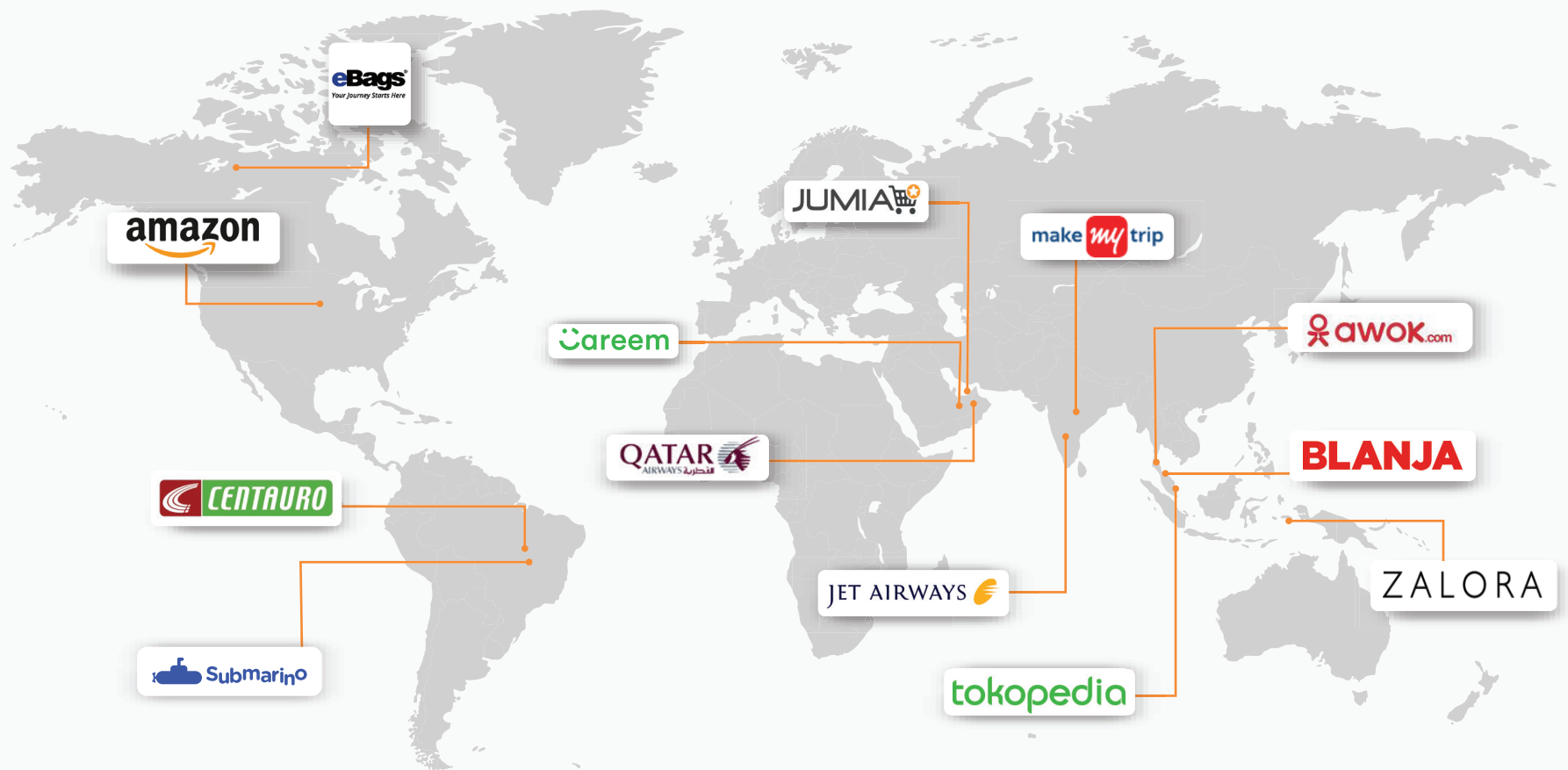
▲ 2.5X

Increase in Number of Bookings

▲ 3X

Increase in Scale

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Zoomcar is a self-drive car rental company headquartered in Bangalore, India. The company was founded in 2013 by David Back and Greg Moran. As of February 2017, the company operates in 27 cities across the country.



Vizury is a commerce marketing platform and its personalized retargeting stack is used by digital companies to grow marketing ROI and enhance transactions. Vizury's retargeting platform is unique as it offers an integrated proposition to target and engage with the interested consumers over Programmatic, Social and Notification channels. This platform was launched in 2007 and after achieving global scale and success, the platform and business of Vizury was acquired by Affle in 2018.

After the acquisition of the Vizury platform, it has now become an integral product as part of Affle's Consumer Platform. Affle started in 2005 and is a global technology company with a proprietary consumer intelligence platform that delivers consumer engagement, acquisitions and transactions through relevant Mobile Advertising.

### Engage

Owned Media Retargeting  
Web / App Push Notification

### Social

Social Media Retargeting  
Facebook / Instagram

### Bid

Display & Video Retargeting  
Programmatic Advertising On Exchanges