



128% Increase in Ancillary Revenue Through Geofence Targeting



Being able to address users with Insider's geofence technology provided us with a great chance to reach a precisely targeted audience which resulted in a remarkable increase in our ancillary revenues.

Digital Marketing Director

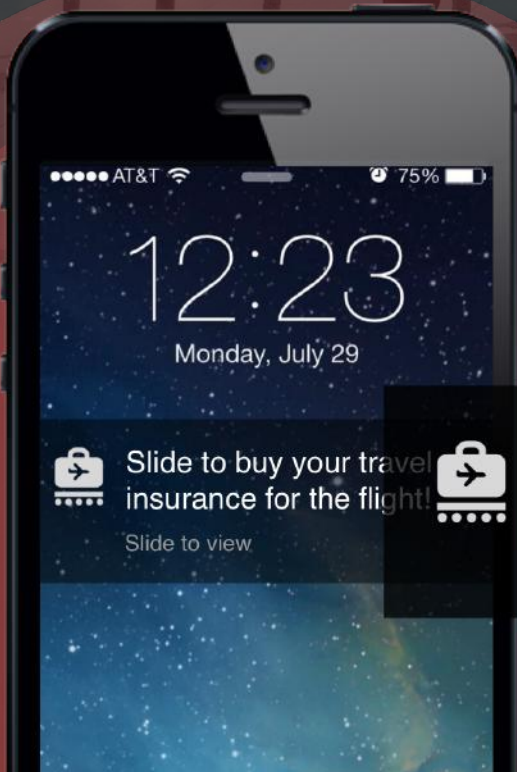


Optimizing Every Stage of the Customer Experience

About

A leading flight ticket search engine app, trusted and used by 20 million users worldwide makes it convenient for users to find the best flights at the best price. The platform has been awarded the Best Online Travel Website/App many times by various global and regional authorities.

Although the company has extensive experience in delivering personalized experiences both on web and mobile, they wanted to optimize customer experiences at every stage of the customer journey. Since they've been in the travel industry for a long time, the company invested lots of time and effort in delivering seamless omnichannel experiences.



Slide to buy your travel insurance for the flight!

Slide to view



Reminding Users to Make Last Minute Purchases

To remind the users who have their flights on a certain day to make last minute purchases, the company has built a geofence area on the way to the airport in 7 cities. With Insider's advanced segmentation technologies, users who bought their tickets from the app and who had their flight on that day was targeted. When these users entered the geofence area on their way to the airport, they were delivered a push notification reminding them to purchase travel insurance.

Increased Ancillary Revenue through Geofence Targeting

In all cities, the campaign was a huge success in terms of push notification open rates and conversion rates increased significantly. Push notifications were delivered to hundreds of passengers everyday and they achieved an impressive opening rate of 30%, resulting in a 128% increase in ancillary revenues.



Insider is a multi-channel digital experience platform for marketers. Accessible from a unified data engine, Insider enables marketers to leverage personalization, predictive segmentation and real-time technologies to boost loyalty and digital growth.