

Careem

Creating an efficient marketing program

How Careem scaled their marketing program through accurate data collection and campaign measurement

Problem

Careem's founders were able to identify a huge business opportunity in the Middle East, given the under-developed infrastructure in the region, Careem was able to create a solution for millions of people who consider this part of the world home. At the beginning, they started offering bookings to corporates via a website, prior to opening it up to customers with a small taxi fleet. This was before the likes of Uber and other ride-hailing app's launched in the Middle East. By filling this gap in the market, their business quickly grew with more mobile taxi services appearing on the scene. Their initial funding helped them create and update their app so they could offer more features and invest more heavily in marketing.

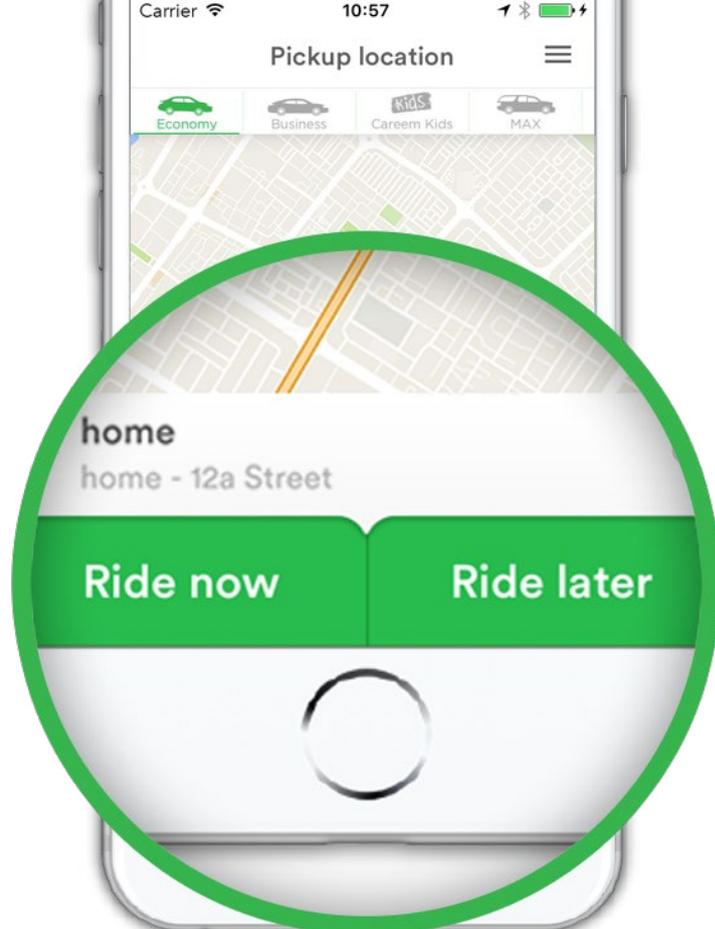
Rakesh Ramesh, Digital Marketing Director at Careem actually worked with Adjust at his previous company,



so he when he first joined he made sure integrating the Adjust SDK was the first step.

"I worked with Adjust in all my previous roles, I knew the product, knew it was reliable, and that it was the best way to actually measure and see ROI of the mobile initiatives we wanted to launch"

Rakesh had a clear objective, for Careem to scale their business needed to heavily invest in marketing their mobile app and to do it effectively, they needed to measure all their marketing campaigns and post install activities. The ultimate objective was to be able to benchmark organic traffic against their paid activity and to create the most efficient media buying strategy to scale the business.



Careem

Careem is the MENA region's leading app-based car service and newest tech unicorn. Careem was co-founded by Mudassir Sheikh and Magnus Olsson, who had both previously worked as management consultants at McKinsey & Company. They started operating Careem in July 2012 as a website-based service for corporate car bookings, and evolved to become a transportation network company with car hire for everyday use. To date, they operate in more than 50 cities in 11 countries across the MENA region and have over 6 million users. Careem's app eliminates the struggle of finding a cab on the street. With just a few taps within the app passengers are connected with drivers for a fast and safe trip. To date, Careem has raised over \$421m in funding; they continue to add exciting services to their app like Careem for Women, Careem for Kids, and monthly bookings, unheard of by other taxi services.



Solution

Careem needed a way to see the entire user journey - through different campaigns, from organic to retargeting, and then back again to organic. By tagging and tracking all their in-app events from install to first ride, they synced all the granular event data back to their servers. This allowed Careem to know and understand their users and their needs, allowing them to create better products and custom offers.

"As we started scaling marketing, we were able to see the impact from different channels. This made our budgeting exercise easier and faster. With Adjust analytics we started shifting budgets across channels and were able to measure meaningful KPIs" - Christian Eid, VP Marketing

Careem also started using Adjust's Fraud Prevention Suite (FPS), which guaranteed that the data analyzed and paid for was clean and trustworthy. By enabling FPS, Careem was protected from the most common types of mobile performance fraud ever making its way into their dataset. It prevented them from paying for falsified users and from using contaminated data in their analysis, which would lead to wasting their media budgets on fake users who would never actually convert.

"Adjust's support has been awesome. I hate to admit that we even had late night Skype calls to make sure everything we integrated was perfect. There was no room for failure on our end. They really went the extra mile to make everything run smoothly and get us to where we are today." - Says Rakesh @ Careem

Results

By leveraging Adjust's services, Careem was able to prove the success of their mobile marketing activity and scale their business through granular data collection and analysis. By having the full picture, they've been able to spend their budget efficiently, and develop and implement successful marketing strategies.

Careem has increased their bookings by 35% while CPO optimized over time by 40%

Overall uplift observed in ROI +49%



Adjust is a business intelligence platform for mobile apps with a focus on user acquisition, fraud prevention, and app marketing. The Berlin-based tech company provides the highest quality analytics and attribution solutions for companies, worldwide. With Adjust's opensource SDK, app developers can identify, in real time, which advertising campaign has led to an app installation, how much money users spend on in-app purchases, or when a user is most likely to uninstall the app, among other features.

Adjust is a Facebook Marketing Partner and a Twitter Marketing Platform Partner. More than 20,000 apps have implemented Adjust's solutions to improve their performance. Among those are clients like Zalando, Rovio and Zynga as well as global brands like Microsoft and Warner Bros. Founded in Berlin in 2012, today Adjust has fourteen offices across five continents: Beijing, Berlin, Istanbul, Jakarta, London, New York, Paris, San Francisco, São Paulo, Seoul, Shanghai, Singapore, Sydney and Tokyo.

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