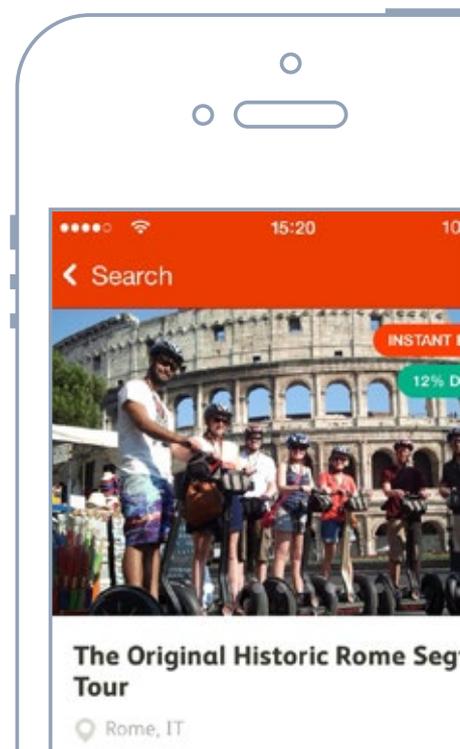
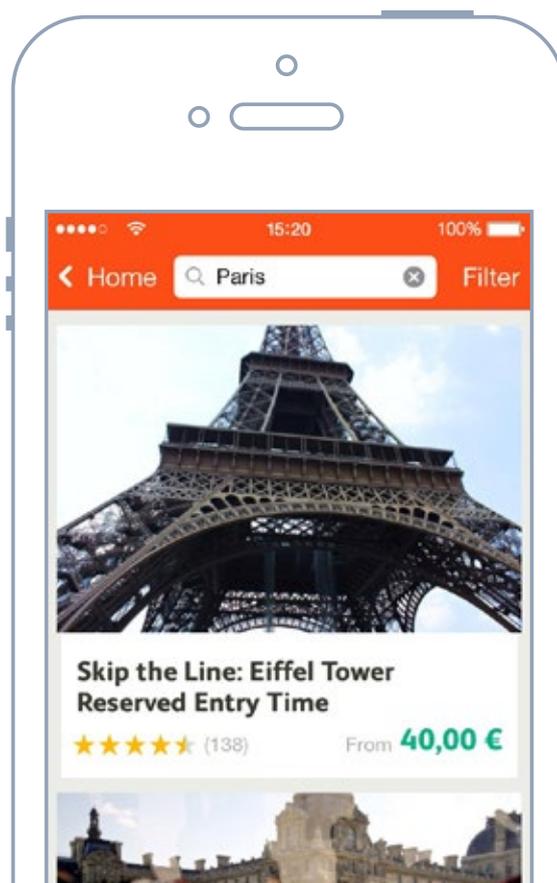
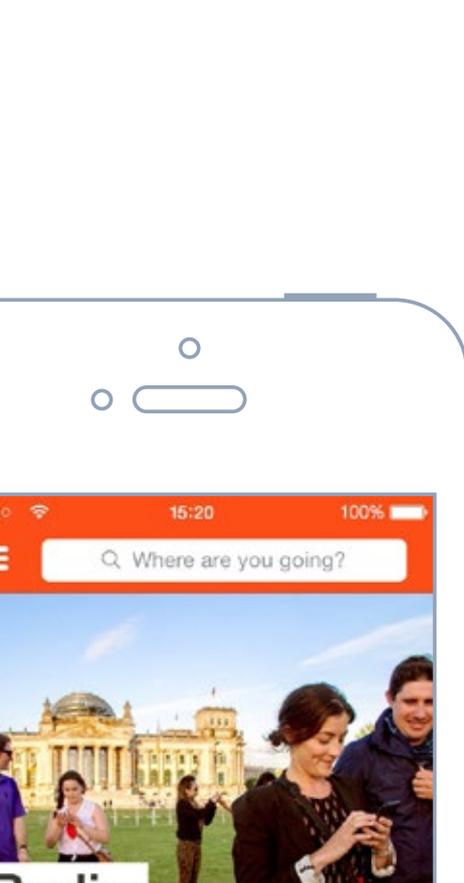




GetYourGuide



“App marketing is hard – try to measure everything. You need to be able to understand the performance of every penny you've invested, otherwise you're unable to learn and optimize in the future.”



Martin Sieber, Co-Founder & VP of Product at GetYourGuide

About

GetYourGuide is the internet's largest booking platform for travel activities and offers more than 25,000 attractions, tours and activities in more than 2,400 destinations worldwide. Given the mobile nature of the traveler, GetYourGuide is also available on Android and iOS mobile devices, utilizing location-based technology to suggest all possible tours and attractions close by.

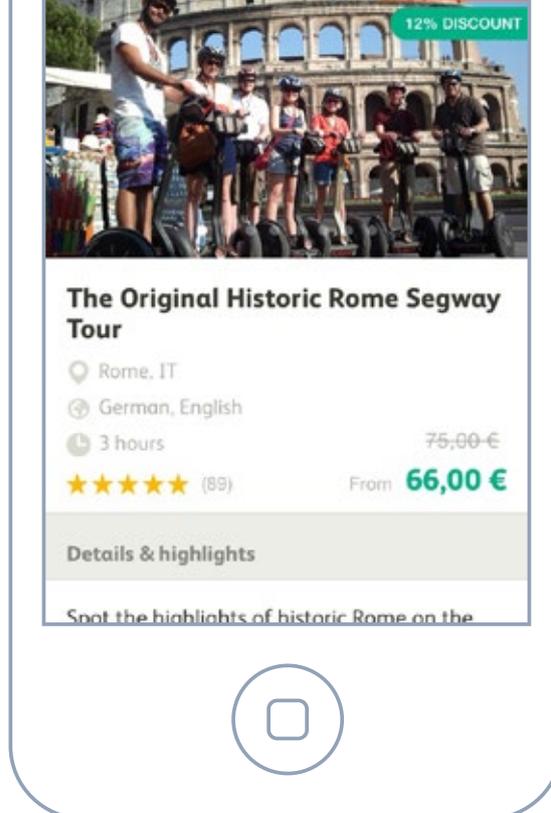
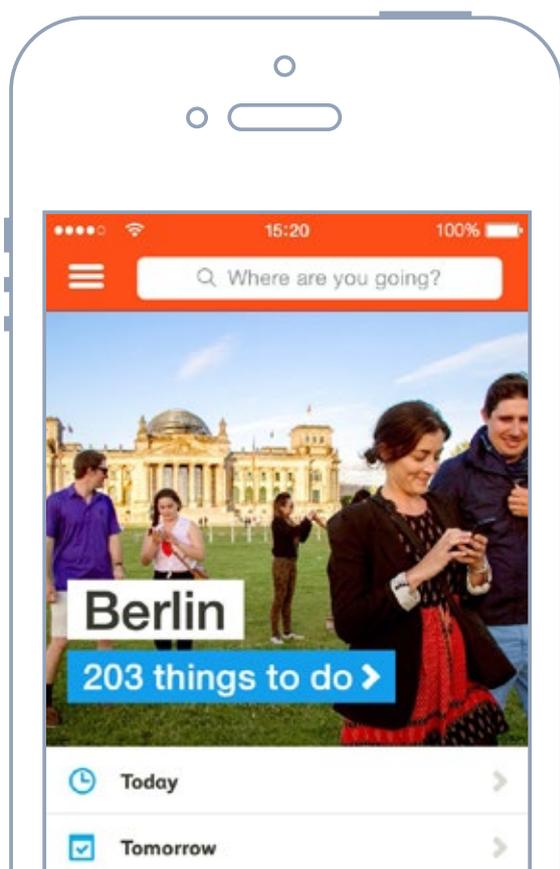
The app works in conjunction with their website, so their marketing efforts are

extensively cross-promoted through email, online, social media and TV. GetYourGuide has also leveraged partner channels to drive app downloads through their strong web presence and relationship with TripAdvisor.

GetYourGuide focuses on not only user acquisition, but also engagement, using techniques such as deep-linking to optimize user experience.

Goal

GetYourGuide needed to measure the efficacy of each component of their cross-platform advertising. Channels included Facebook mobile app install ads, AdWords, Trip Advisor, television advertising, promotional email download banner, the GetYourGuide homepage and a webpage footer promotion. Long-term, post-install user behavior from each creative and cohort was a given for lasting insights.



Solution

With adjust as the base, GetYourGuide integrated their channels into a single dataset. In-app, email and mobile web were tracked equally through flexible and extensible adjust trackers. On TV, they leveraged a close integration with RapidApe, and the MMP API allowed adjust to provide full visibility on Facebook Mobile App Install Ads.

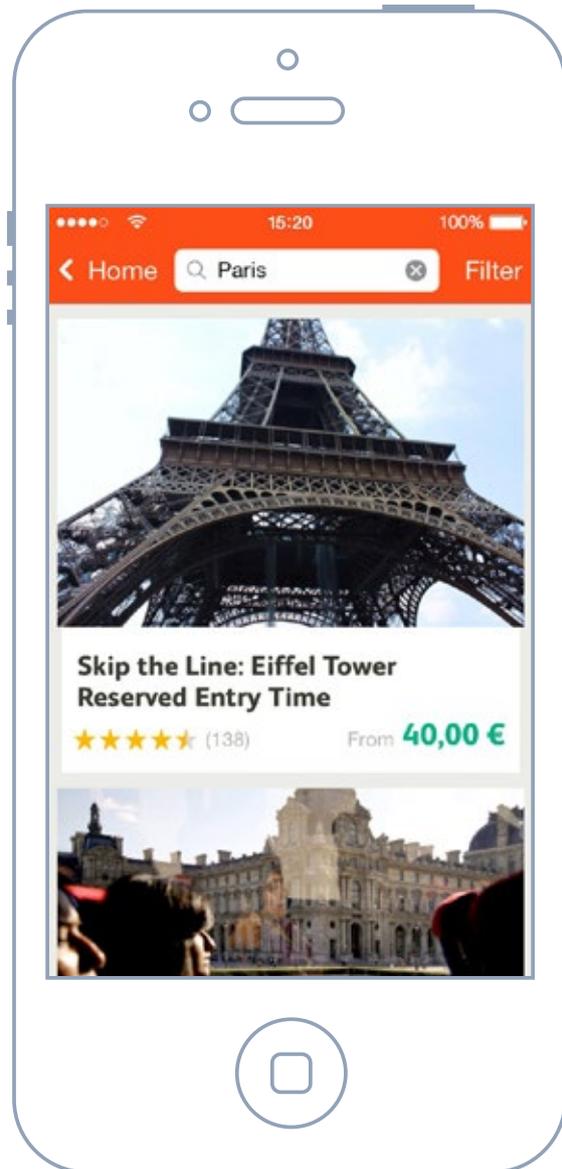
Each new installation was segmented and cohorted, and compared on CPIs, conversion rates, LTV and daily retention rates. From these data points they are able to compare all marketing channels and optimize campaigns. Down to each creative, adjust provides extensive lifetime insights.

Result

GetYourGuide were surprised to find that the old favorite, television commercials, proved to be the most dramatically successful means of advertising the mobile app and boost global ranking.

According to the apptrace.com database, GetYourGuide shot up from Global Rank position 71,664 to 2,063 on 27 May 2014. This was due to the success of a TV spot campaign that ran across Germany.

Their email and mobile web campaigns have also performed well in driving downloads. Thorough adjust's open source SDK capabilities and analytics partner integration, GetYourGuide has been able to enrich their data in other analytic platforms with the attribution information resulting in a complete dataset and a more comprehensive view.



We can see the engagement and conversion rate per channel and can make informed decisions on where to spend and where not to. It is important for us to have a reliable and responsive partner that is at the forefront of what is possible. A very flexible tracker generation with deep-linking and more, was a key criteria for us and so we decided to go with adjust.



Martin Sieber, Co-Founder & VP of Product at GetYourGuide



About adjust

adjust is a fast-growing mobile attribution and analytics company with offices in Berlin, San Francisco, Tokyo and Istanbul, placing a high premium on scientific statistics and a user-friendly product. It helps mobile marketers understand where their most valuable users come from, what they do, and how to re-engage with them inside or outside their app.

adjust is also an official Facebook and Twitter Mobile Measurement Partner and integrated with more than 300 networks and partners globally. adjust is ePrivacy certified, uses SSL encryption for data transfer, and is the only mobile analytics company to meet the most stringent privacy compliance standards internationally. Clients include Universal Music, Viacom, Scopely, Kingsoft, DeNA, BuzzFeed Inc. and Deutsche Telekom.

For more details, visit www.adjust.com or contact sales@adjust.com.