



Taptica Boosts Bookings for Leading Travel App

The leading travel provider in Saudi Arabia joined forces with Taptica to promote new user acquisition for their two online travel agencies (OTAs), which boast the top mobile travel apps in the Middle East today.

The apps offer great deals on over 1 million hotels, flights, and complete holiday packages around the globe.

Objectives

The developer approached Taptica with the goal of attracting new mobile users that would complete flight and hotel bookings on the two apps. Together, the teams launched custom mobile acquisition campaigns focused on Saudi Arabia and the United Arab Emirates as target markets.



The Taptica Approach

As the team analyzed their audience demographics, interests, and typical behavior patterns, they found that one title tended to be more popular among adults, families, and business travelers, while the other was more attractive to younger travelers.

By tracking critical downstream engagement events like completed bookings and total revenue, Taptica was able to hone in on precisely the right users from each of these groups in order to drive the highest possible user engagement and lifetime value for both titles.

“I am impressed with the numbers we have achieved for our two online travel agencies and Taptica has been a great partner in this success story.” – Head of Strategic Online Business Unit

Results

The partnership proved an excellent fit, with the two teams continuing to grow their collaboration for another year and counting. With continual assessments and optimizations based on real-time audience behavior and lifetime ad performance, both mobile apps saw a significant increase in average downloads and completed bookings, including:



Over **300,000**
new installs



12X increase in
conversions within 4
months



Cost revenue rate **2X**
the developer's
benchmark goals

