CASE STUDY

The hotel aggregator used "Adbytzz"- ET Medialabs' flagship tool to drive both App Installs and increase Bookings via the App

ZoRooms's marketing approach was becoming increasingly mobile-centric. It wanted to reach the right people, increase mobile app installs by 4X and drive more revenue from app users while reducing the cost per install by 10%. They also wanted to build brand awareness in the industry.

ZoRooms split its campaign into 2 phases and partnered with ET Medialabs to execute a sophisticated targeting strategy.

Challenges ZoRooms faced- Reaching the right people

The first phase focused on driving app installs. App engagement was the priority in phase 2.

In phase one, ZoRooms ran mobile app ads to drive people from their mobile News Feed on Facebook and Google's Search and Display directly to Google Play and the iOS App Store, while link ads in both mobile and desktop News Feed drove people to the app install page on the company's website. The company also used carousel ads for app installs, which helped significantly bring down the cost per install.

To ensure it reached the right people, ZoRooms used Lookalike Audiences to target people who resembled existing app users. It used behavioural targeting to target people based on their interests (like travel) and only targeted smartphone owners.

To attract travel lovers, ZoRooms used ETML's EasyInsights platform to discover what content was trending among travellers so it could design personalised creative to grab their attention. The company then targeted ad creative to people based on interests and behaviour: for example, people who enjoy travel or use smartphones.

To keep its cost per install low during phase 2, ZoRooms ran a highly targeted campaign. Its tech and marketing teams then worked with ETML to implement App Events, which allowed it to learn more about how people were using the app.

About ZoRooms
- ZoRooms is an Indian hotel aggregator that allows globetrotters to book hotels across India. Half of the company's bookings come via its mobile app, and the company is noticing an increasing amount of mobile traffic.
- Headquarters: New Delhi
- www.zorooms.com

About ET Medialabs
- ET Medialabs is a digital analytics and marketing company and a proud Google Premier Partner.
- Headquarters: New Delhi
- www.etmedialabs.com

Goals
- Lower CPI
- Drive Quality Installs
- Create brand awareness among travelers.

Approach
- Build audience segments in Adbytzz and conduct direct ads on FB and Search to drive installs.
- Through contest activation channel, bring installs and remind them using RLSA in Google AdWords

Results
- 22% reduction in cost per Install
- 5X bump in app installs
- 80% increase in return on Ad spends
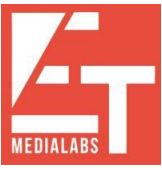
The company used those insights to segment its audience based on people's behaviour in the app, such as booking a hotel, searching for information or initiating (but not completing) a purchase.

Finally, ZoRooms used Custom Audiences to retarget its app users with app engagement ads and encourage them to book their travel via the app.

Leveraging Remarketing

We used the segments for users on app with the most desired qualities to create audiences in Google AdWords and crafted personalized campaigns on the Search and Display Network with Remarketing Lists to show ads to people who have visited your website before. As prospective customers searched on Google for hotel bookings, ZoRooms offered gentle reminders to continue the path toward conversion.

Return on ad spend is a major KPI for such businesses. That's the main takeaway, for ZoRooms and marketers as a whole. This campaign taught a lesson in efficient advertising and prequalified investing.

Along with successful targeting and the ability to channel ad budget toward specific audience segments, these campaigns also demonstrated a 22% reduction in Cost per Install over other campaigns during the same period along with 5X rise in app installs.

They also saw 80% increase in return on Ad spends

COST PER INSTALL   APP INSTALLS
■ Before ■ After