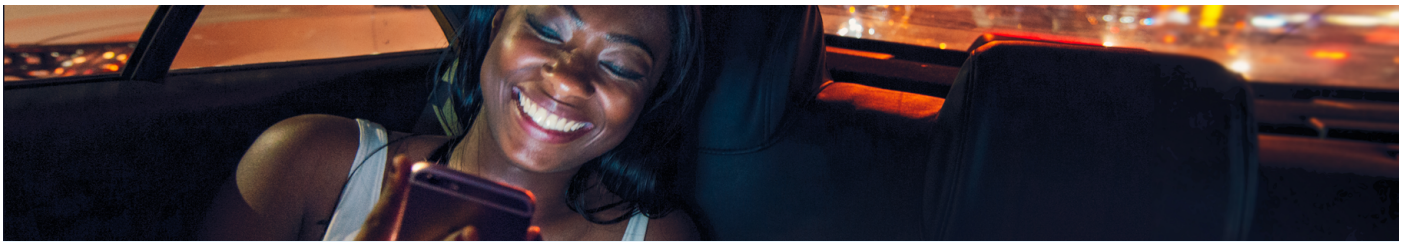


FREE NOW's multichannel campaign boosts app subscribers by 41%

Client	FREE NOW ✓
Agency	the7stars
Objective	Increase app subscribers
Audience	Adults in 5 major U.K. cities
Channel	Multichannel



ABOUT THE CAMPAIGN

Hailing a cab should be fast, reliable, and as easy as getting from A to B. That's the message that media agency the7stars ran with to increase subscribers and market share of FREE NOW's taxi app.

THE RESULTS

41%

increase in app subscribers

2%

growth in share of visits from competitor apps

FREE NOW is a mobility super app on a mission to make getting around cities more efficient and sustainable. Currently making inroads across nine of the U.K.'s cities, the company faces fierce competition from other well-known taxi booking apps. Which is why, for its latest campaign, the goal was to make FREE NOW the taxi-hire app of choice for those wanting the easiest journey possible.

CREATING CONTEXTUALLY RELEVANT CUES FOR A POSITIVE BRAND EXPERIENCE

There were two main challenges. The first, and biggest challenge, was how to manage a campaign where the digital out-of-home activity alone featured 51 ad variations to allow for advanced dynamic messaging. That's why the7stars turned to The Trade Desk.

The Trade Desk's technology and interface enabled the agency to organise channels, creatives, budgets, and targeting all on one platform. And The Trade Desk's partner integrations made buying and prioritising channels as easy as hailing a FREE NOW taxi. The second challenge was to make sure the multichannel campaign focused on locations that would have the most impact over its competitors.

DELIVERING THE MOST RELEVANT MESSAGE AT THE MOST RELEVANT TIME

The agency's strategy was to take the ease-of-use message to the extreme, encouraging consumers to choose a FREE NOW taxi over other forms of travel – especially competing apps. With The Trade Desk's API integration, the7stars team could dynamically change FREE NOW's creatives based on contextually relevant cues. For example, if there were train delays in a specific location, the creative would switch to tell consumers that FREE NOW could 'get them back on track', while The Trade Desk's weather technology allowed the7stars to display weather-dependent messages like 'Shine On. Ride On' or 'Ride in the rain'. By identifying locations where consumers over-indexed for competitor

app usage, the7stars team were able to determine where to best deliver the campaign and make a real difference to FREE NOW's share of voice.

This technology-driven campaign ran for three months across digital out-of-home, Connected TV, digital radio, online video, and online display. Aimed at adults in London, Brighton, Oxford, Manchester, and Edinburgh, the campaign had a main KPI of increasing in-app visits from within the set locations. Another KPI was to deliver a frequency of four across the campaign – the goal here was to build positive brand awareness and collect compliant audience pools for future retargeting from performance activity.

SIGNIFICANTLY INCREASING MARKET SHARE WITH DATA-DRIVEN TECHNOLOGY

In previous campaigns run without The Trade Desk, FREE NOW had seen no growth in market share. This campaign was different. During the three months it was live, the team saw a 41 per cent increase in subscribers. Most importantly, they saw a 2 per cent growth in share of visits across competitor taxi apps in the locations targeted. What's more, The Trade Desk's technology enabled the team to drive efficiencies in their media buys – meaning that they overdelivered on planned campaign reach.

THE FINAL IMPRESSION?

With consumers moving fluidly across devices and channels, the ability to build and manage multichannel campaigns – all on one platform – made it easy for the7stars to create a rich, personalised, and memorable brand experience for FREE NOW's prospective customers.

SEE HOW EASY IT IS TO RUN SUCCESSFUL MULTICHANNEL CAMPAIGNS ON THE TRADE DESK. GET IN TOUCH: CONTACT@THETRADEDESK.COM.