

Unlocking Success with Media Buying: The Secret Behind Cooltra's High Conversion Rate



An overview

In the dynamic world of sustainable mobility, Cooltra stands out not only for the growth of its fleet and the expansion of its services to new cities but also for its innovative and effective approach to user acquisition. There is a clear effort to establish authentic relationships with users and constantly strengthen its product through the diversification of its business areas, with special emphasis on Cooltra Sharing, the leading motosharing service in Europe, already available in 9 major cities (Barcelona, Madrid, Valencia, Seville, Rome, Milan, Turin, Lisbon, and Paris), as well as shared bicycles, which arrived in Barcelona in 2020. But what lies behind these figures in such a competitive sector?

The challenge

Cooltra approached Tappx with the challenge of increasing its user base and improving the conversion rate to complete registrations to attract more customers. After a thorough review, our team identified optimization areas that required planning and prioritization.

The solution

We optimized the campaign structure to improve its performance and increase the number of new users. Taking into account the diverse audiences in each city, we segmented to expand the reach and reach as many users as possible with high service usage potential.

One of our key objectives was to expand beyond traditional segmentation and leverage audiences related to the service. We implemented a differentiated media acquisition strategy, integrating programmatic, native, and social channels, including CPM + CPI buying models, allowing us to bid for the best spaces to generate high-quality downloads.

cooltra 

The results

Tappx's contribution has been essential to Cooltra's success, achieving an increase in service usage and a 35% improvement in the conversion rate to registrations in the last year. We highlight significant improvements in monthly download volume and acquisition of new users, especially in key markets such as Spain, France, and Italy, resulting in an overall revenue increase of 300,000 euros.

27%+
Conversion rate

4K+
New users

15K
Installations
achieved

39%+
Increase in revenue
vs previous year

"Our collaboration with Tappx reinforces our ongoing commitment to providing innovative and efficient solutions for acquiring new users."

Clariss Arrieta - Digital Marketing Specialist

