



# 22 500 first purchases

Gravils generated 22 500 first purchases for the taxi app inDriver during the 2 months of collaboration

# About inDriver

31

countries

300+

cities

400M+

rides

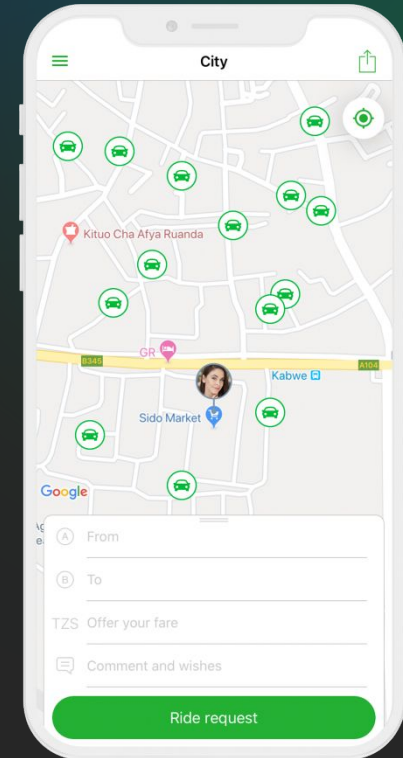
38M+

users

With inDriver, you are the one who decides how much to pay for your ride.

Select the best offers from drivers in terms of the price, vehicle brand and estimated arrival time.

inDriver always shows you the rating of each driver who responds. It also shows you the number of previous trips which they completed. You can even share your ride info and current location directly on the app. You are in control.





## Goals of collaboration



Target specific geographic locations



Increase the number of new users



Increase the number of paying users



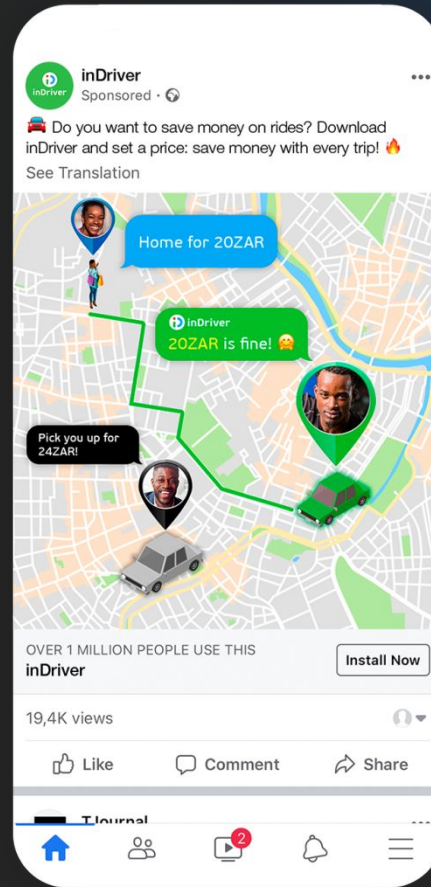
# How we collaborated

Gravils started driving traffic with the CPA and CPI model with a limited budget in November 2019.

The purchase was attributed to Gravils for the first 14 days after app installation

# A/B creatives testing

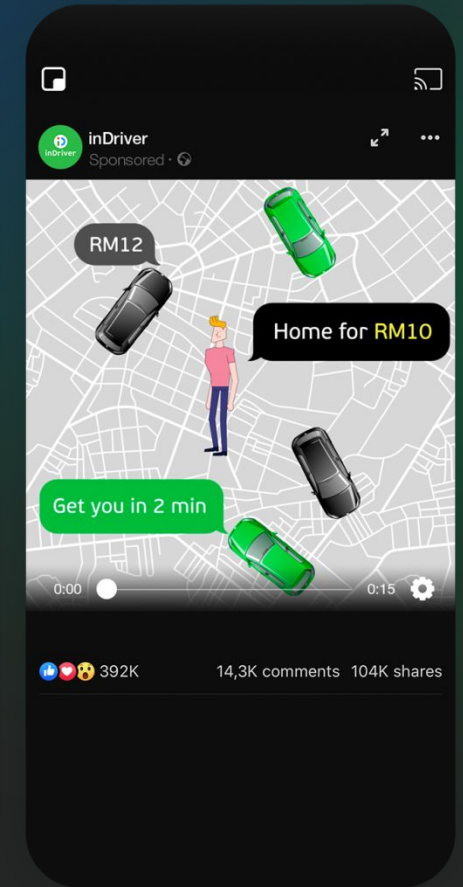
We used dozens of different approaches (1500 advertising campaigns), testing 8000+ of different creatives and define the best one



Native Ad



Stories Ad



Video Ad



# GEO

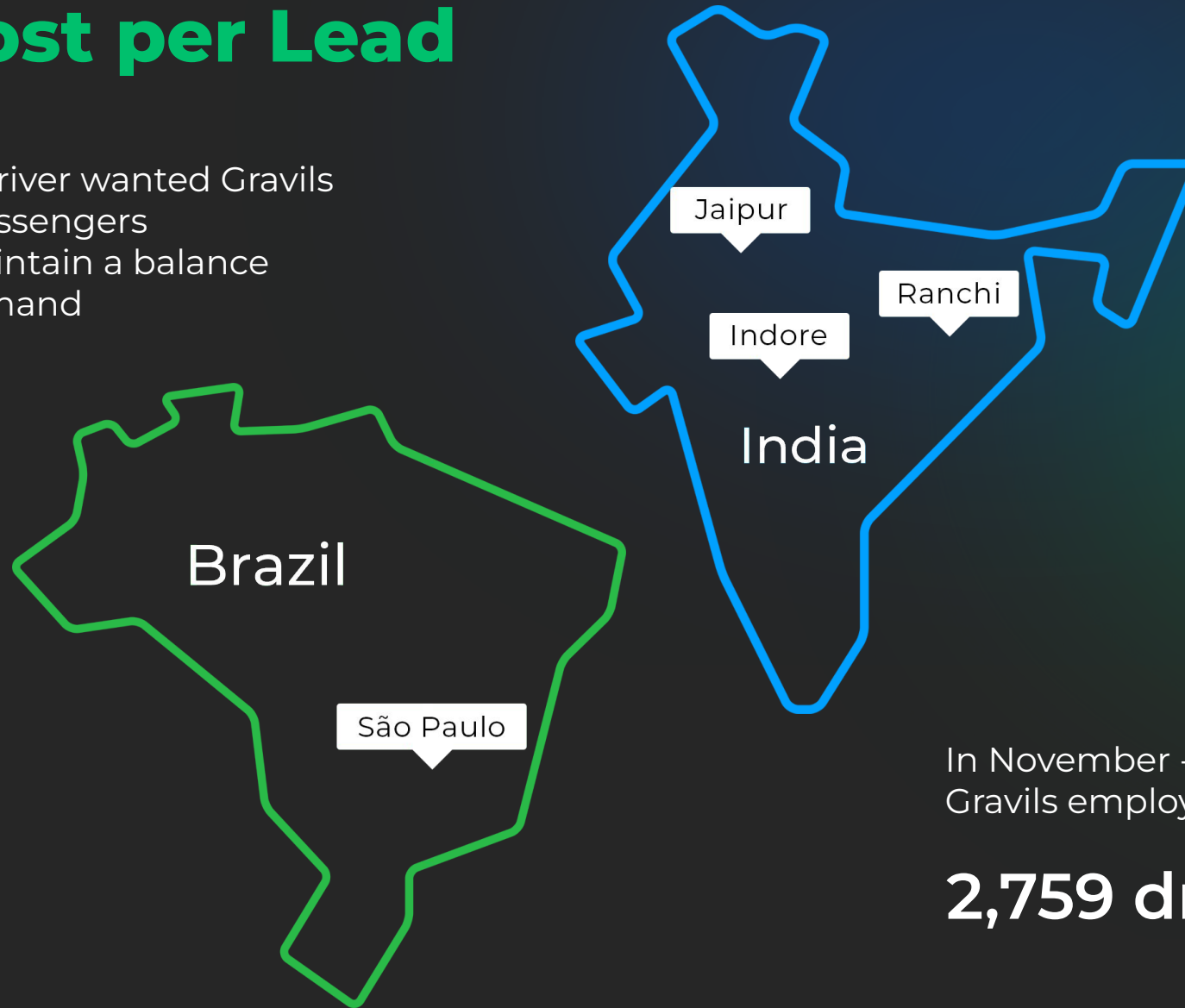
## Geotargeting: Worldwide

- All available countries:  
India, Brasil, South Africa,  
Indonesia, Nigeria, Malaysia,  
Philippines, Thailand, Russia,  
Armenia, Botswana, Chile,  
Tanzania
- Best-performing countries:  
India, Brazil, South Africa,  
Indonesia, Nigeria



# (CPL) Cost per Lead

In some GEO, inDriver wanted Gravils to attract both passengers and drivers to maintain a balance of supply and demand



In November - December 2019  
Gravils employs

**2,759 drivers**



# Summary

22,5k

First purchases\*

48%

Average Conversion  
Rate, iOS\*\*

21%

Average Conversion  
Rate, Android\*\*

\*within 2 months on traffic acquired by Gravils

\*\*From install to purchase



# Just contact us

You can reach your KPIs  
and even more with Gravils



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