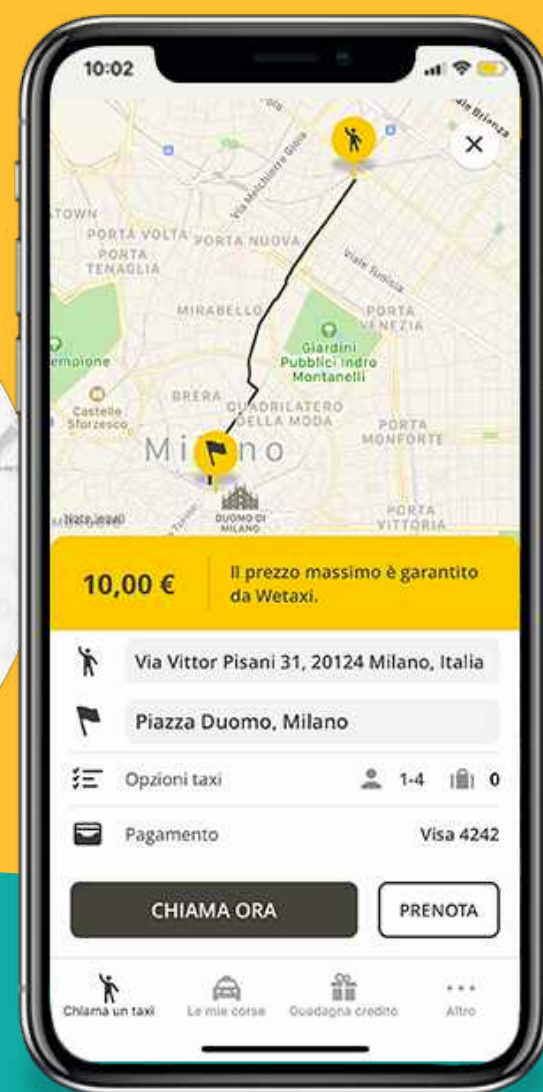


WETAXI - NO SURPRISE PRICE. GUARANTEED.



REPLUG user acquisition campaigns led to an overall increase in total users rides of 11% week-over-week.

The Challenge

Wetaxi is one of the major taxi apps in the Italian market. Defined the “anti-Uber” by the Italian press, after a round of financing, it was set to expand in 4 more major cities and approached REPLUG to work together on a long-term solution that would result in a both scalable and effective growth strategy. Their goals were to:

- Professionalize the whole user acquisition process
- Build a data-driven approach to paid UA to sustain a 6-figure per month investment in user acquisition
- Create transparency in terms of costs and results for investors
- Visualize acquisition data correctly utilizing a combination of tools

The Solution

Prior to the launch of the paid user acquisition strategy, REPLUG conducted an in-depth audit of Wetaxi digital infrastructure and app functionalities to identify the best approach to scale growth. Our team analyzed the integration with the MMP used (Adjust) and mapped together with the Wetaxi marketing and tech team all the important in-app events that drove user growth.

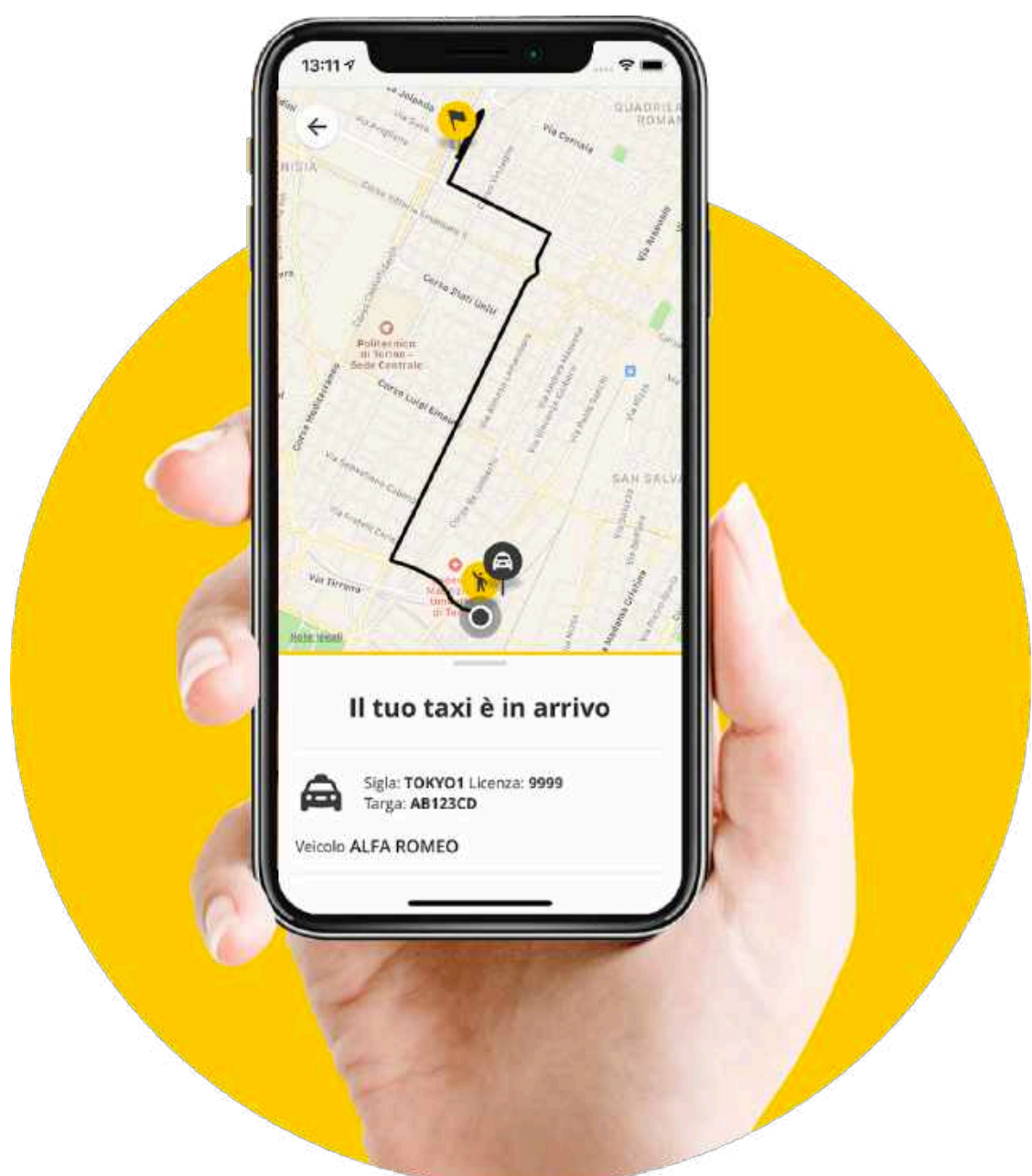
Our UA experts operated directly from Wetaxi ad accounts, following our core belief of transparency and knowledge sharing.

The digital growth strategy took an holistic approach and managed to scale 3 channels efficiently:

- Facebook
- Google Ads
- Apple Search Ads

We focused our efforts on 4 areas:

- Identify the right in-app KPIs
- Define and implement a scalable campaign structure across different channels
- Conceptualize and design performance-drive creatives
- Visualize data in Google Studio



77%

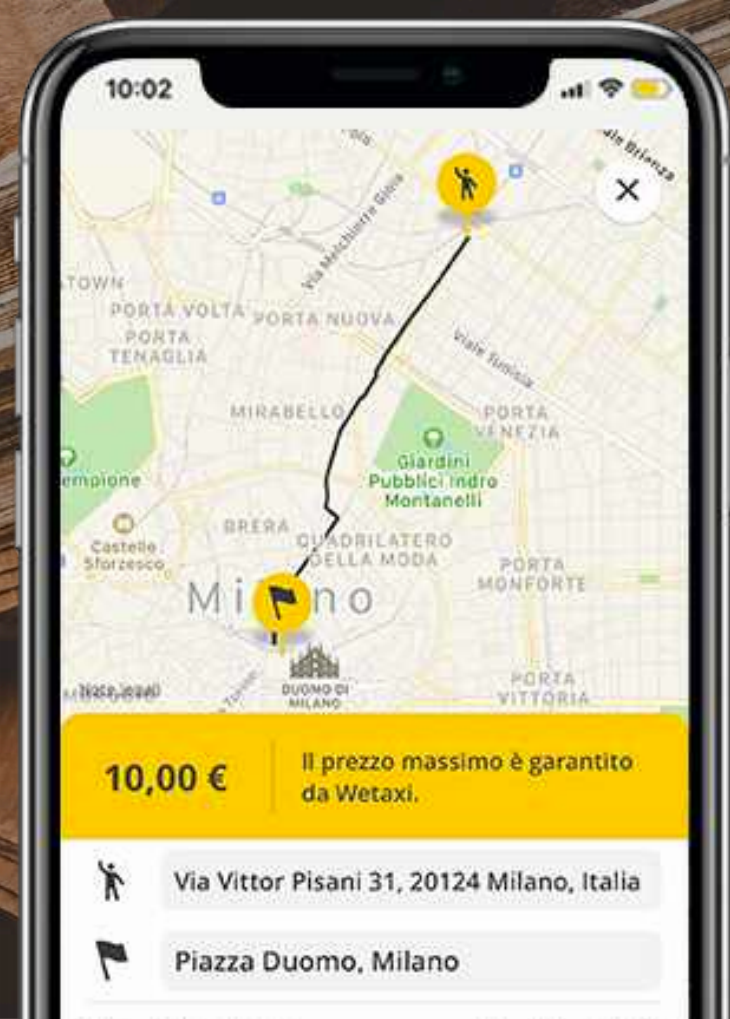
Decrease
in CPA

2X

Increase
in first rides

11%

Increase in WoW
Total Rides



The Results

Our systematic approach to user acquisition activities brought immediate results in Wetaxi marketing activities. Within just a few weeks, our UA experts were able to decrease CPI on all channels implemented in the media mix. All this in complete transparency of bidding and optimization.

As we scaled media spend, we noticed that some channels were delivering higher than expected CPA, which worried the Wetaxi team. However, our analysts implemented a clear and structured cohort analysis of the acquired users to show how those riders that at first seemed to be “more expensive”, were actually those that would use more often the service in the coming month, justifying in this way, the higher initial CPA.

The success of our activities was the result of:

- Ongoing ad copy and creatives testing
- Extensive use of different targeting options across acquisition channels
- City-specific creatives and CTAs approach
- A well-thought 360-degree media mix approach

In parallel to the acquisition activities, our analysts built a comprehensive UA funnel dashboard in Google Data Studio, to provide full cost transparency.

Wetaxi

Wetaxi is a leading ride-hailing app in the Italian market, that covers 30+ cities on the territory.

REPLUG

hello@rplug.io | www.rplug.io

GROW YOUR USER BASE TODAY

REPLUG is a Berlin based 360° mobile app marketing agency specialized in growth activities. Our focus is on helping startups and established companies achieved better results for their mobile application. We specialized in Digital Infrastructure, App Store Optimization, Paid User Acquisition, Creative Design, and mobile CRM.