

CAB SERVICE CASE STUDY

G Tech Web Marketing Pvt Ltd process sms campaigns for OLA CABS (ANI Technologies Pvt Ltd). Ola, India's most popular mobile app based transportation, integrates city transportation for customers and driver partners onto a mobile technology platform. As one of India's fastest growing companies we ensure convenient, transparent and quick service fulfillment using technology to make transportation hassle free for everyone. Ola's offerings on its platform ranges from affordable AC cabs on the Ola Micro range to the superior luxury offering from Ola Lux as well as localized offerings like the ubiquitous Auto-rickshaws to Shuttle buses for daily commute. Using the Ola mobile app, users across 102 cities can conveniently book from over 450,000 vehicles available to them. The marketing strategy applied by the campaign team at G Tech helped the company achieve their offer and download the application in their mobile.

CHALLENGES

We at G Tech doing Sms Campaign for OLA CABS (ANI Technologies Pvt Ltd) in Delhi NCR to match the expectation of maximum app downloads and maximum usage of coupon codes for **“first ride free”** Campaign team emphasizes on the live user databank using internet helps to target the right audience. We also keep an eye on the app downloads which was our main goal.

SOLUTION

G Tech helps OLA to check the ratio of app download and coupon used by link hits on the sms campaign we run. Our target audience are the middle segment people using internet on their mobile phones or Smartphone.

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