



ASIA

MakeMyTrip Takes People to Places with a Glance



Solution
Understanding Consumers, Identifying Target Audience, Engaging with Customers

About MakeMyTrip

MakeMyTrip is a pioneer in India's online travel industry. The brand has empowered the Indian traveller with instant bookings and comprehensive choices.

The Highlights

2.5%

of app installers made bookings on the app

66%

of app bookings made on day zero



"Lock screen is a promising avenue for modern marketers to gain the attention of smartphone users right at first glance. It gave us an opportunity to connect with them at a deeper level, making every interaction count. The stunning creative capabilities of the platform set a base for solidifying our performance initiatives, leading us to impeccable growth. We are pleasantly delighted with the results seen on Glance and are looking forward to scaling more meaningful campaigns with them."



Sourav Jain
Assistant Manager, Marketing - MakeMyTrip

The Brand Objective

The modern consumer is aware, constantly learning, and searching for the best solutions online. Their continuous scroll on mobiles would only stop at the glance of an intriguing, inspiring, or awe-striking piece of information. If they find it, they act upon it. Hence, in the digital world where consumers seek instant gratification, MakeMyTrip knows that the consumer's first glance and the first click determines the rest of the decision-making process. Therefore, committed to delivering memorable traveling experiences for millions, MakeMyTrip wanted to try a new way of getting closer to the new-age smartphone users; by showing up on the first screen on mobile – the lock screen.



The Solution

The brand wanted to leverage the first lock screen platform, Glance, to strike that great first impression using thumb-stopping creatives, drive seamless app installs, and further amp up travel bookings on day zero of MakeMyTrip app downloads. Glance worked its magic for the brand by capturing the interest of young smartphone users from Tier I cities in India, who had an increased affinity towards the music, travel, and entertainment genres. Curating happy journeys with contextual targeting, MakeMyTrip engaged these high-intent users with exclusive welcome offers displayed as stunning full-screen visuals on Glance. The visuals showcased the youth icons Ranveer Singh and Alia Bhatt, the popular faces of the brand, giving a shout-out to the exciting offers for first-time users. The impressive travel feeds and the wallpaper creatives on the lock screen kickstarted the thought of instantly booking on the app. What made this journey ecstatic for the users was the experience of accessing it on the lock screen without even having to unlock the phone. Even better, the users could download the MakeMyTrip app with a single tap on the CTA "Install" on the lock screen, with the one-click install (OCI) feature.



The Results

With Glance, MakeMyTrip delivered what the modern consumer wants – a seamless experience with instant gratification right when they needed it. Lock screen marketing facilitated a one-click action inspiring users to search for travel destinations and flights right on the day zero of downloading the app. The stream didn't slow down even after a week, as the brand saw surged activity on the app. Followed by the successful one-click install action on Glance, app installs turned into travel bookings on the MakeMyTrip app.

