

# tiket.com Goes Hyperlocal with InMobi Audiences to Scale App Downloads

tiket.com is the fastest growing online travel booking app in Indonesia. Founded in August 2011, tiket.com focused heavily on domestic flights and hotels reservation in Indonesia. tiket.com aims to help users find the cheapest flights, railways, and hotels reservation. tiket.com is the first company to launch railways internet reservations in Indonesia which helps to eliminate intermediaries and modernize the internet reservation engine of railways.



# Highlights



**8,000**

installs in a day

**20%**

booking rate recorded  
from app downloads<sup>1</sup>

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InMobi has truly delivered conversions at scale with their in-app performance advertising platform. Reaching mobile-first users has consistently increased app downloads and thereby transactions for us. InMobi has been our trusted advertising partner for recent years and this association has delivered 2X growth in two years in terms of high-quality acquisition."

**Dyah Wulandari**  
**VP, Performance Marketing, tiket.com**

1. The all time high percent of flight, hotel or railway reservations done upon downloading the app



# The Brand Objective

In Indonesia, online travel agencies (OTA) face tough competition from the offline travel planners and agencies. The OTAs with their limited opportunities, now have the chance of going digital on the always-on device: The mobile, to increase app installs. With about a decade of experience in the Indonesian market, tiket.com aimed to amplify their app ticket, hotel, and railway reservations through a mobile-first in-app advertising campaign.





# The Solution

Partnering with InMobi, tiket.com launched a mobile campaign for the smartphone-savvy segment of audiences in Indonesia to drive app downloads and travel bookings on the app.

## 1. Finding the Audiences that Matter

Using the [InMobi Audiences](#), the brand categorized audiences in Indonesia who are in the lookout for the flight, train, and hotel bookings and audiences who are interested in local events. The campaign also focused on these audiences based on appographic interests. Further delving into offline geographic footfalls of these audiences, the campaign deployed **location mapping polygons** at familiar airports in Indonesia:

1. Halim Perdanakusuma Airport (Jakarta)
2. Juanda International Airport (Surabaya)
3. Ngurah Rai International Airport (Bali)

The audiences are further refined into the following cohorts based on demographics like income (middle, upper-middle-class, affluent groups) and mobile devices (Android, iOS).

- 1. Frequent Flyers:** The brand offered discount coupons and promo codes for frequent flyers upon ticket reservations.
- 2. Shopping Enthusiasts:** Targeted to drive impulse purchases on tiket.com for local events, the campaign captured these audiences with immersive mobile videos.
- 3. International Travellers:** With attractive packages for travel, tiket.com engaged these audiences through video ads to drive round trip reservations, alongside local cab rentals.
- 4. Hotel & Restaurant Visitors:** tiket.com launched video ads for audiences who are interested in hotel bookings.

Deriving at the niche audiences precisely, has paved ways for tiket.com to reach the audiences who are interested in their product offering and most likely to take an action on the ad.



# The Solution

## 2. Driving Hyperlocal Conversions through Mobile-first Ads

### AD OPTIMIZATION FOR TAILORED EXPERIENCES

The campaign was run using optimized ads that are powered by automation and hence, the ads are tailored to personalized audiences. This means the frequent flyer gets to see a video ad showcasing the best deals on flight bookings and the travel buff would get to see both the hotel and flight bookings for a round trip.

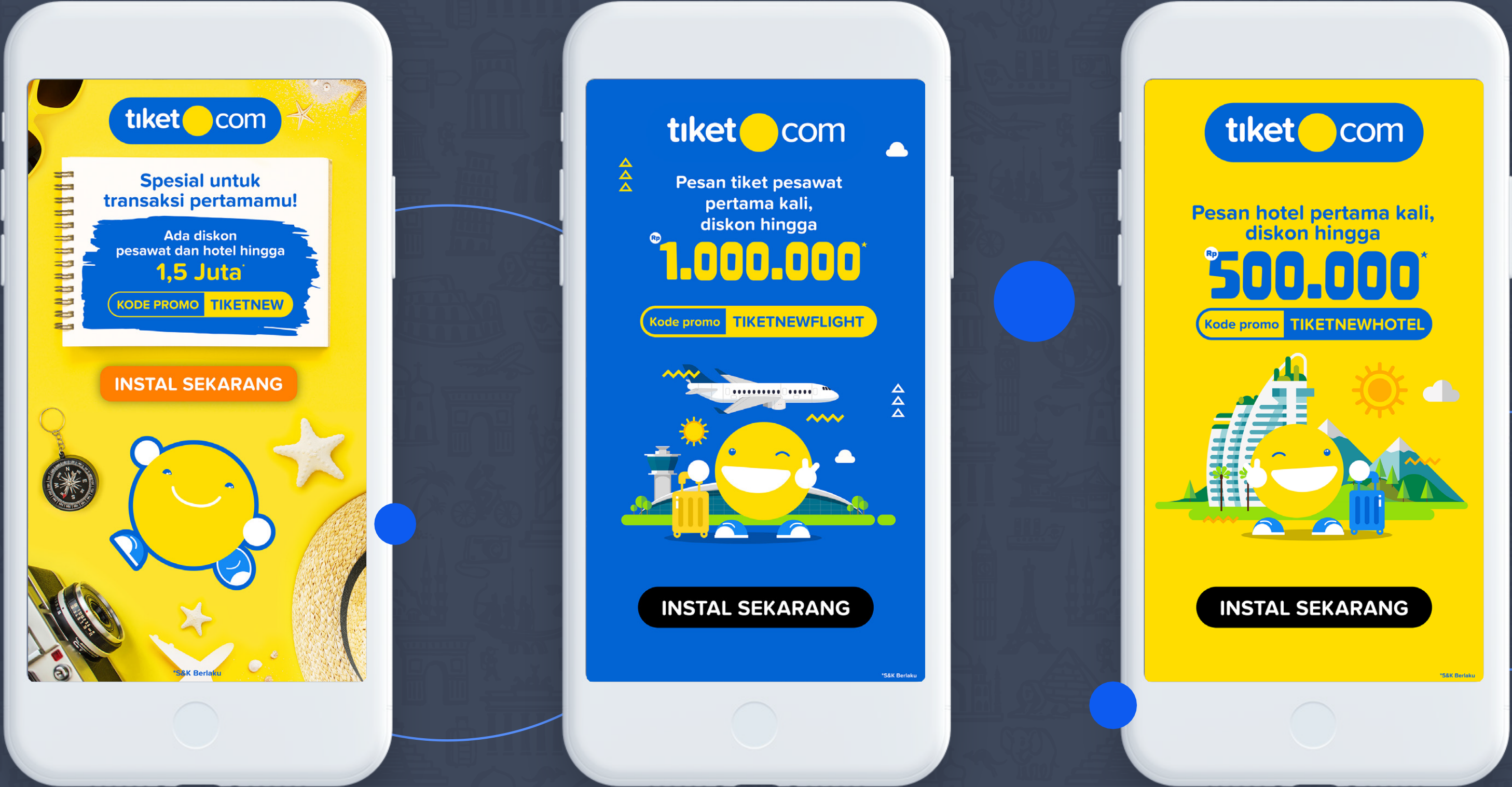
The brand launched tailored ads showcasing the best deals available on flight and travel bookings. The creative offered a promo code that the viewer can instantly use on the app and avail extra discounts. The creative for local events also offered an incentive-based discount, encouraging the local audiences to download the app and avail the discount. Since the creative carried relevant messaging for the audience in search of flights and travel reservations, the campaign drove app downloads and successful reservations. Most importantly, the ads launched in both the banner and 15 seconds short-video formats resulted in the amplified actions on the app.

### AD OPTIMIZATION DURING THE FESTIVE SEASON

During Ramadan, the travel industry experiences high peaks with Mudik travelers visiting their homes especially to Sumatra, Sulawesi, Java, and Bali Islands in Indonesia. To increase the bookings on the app for tiket.com, the campaign was launched exclusively during the peak travel times that are 10 days before the Ramadan season starts till 10 days after the Eid al-Fitr ends. The launch optimization resulted in the incremental **3x average downloads** during the 2018 season, where InMobi upscaled the campaign to support high demand requirements.



Mobile-first Immersive Creatives Personalized for the Audiences







## The Results

**8,000**

The highest downloads  
recorded per day

**2x**

Growth in app downloads  
recorded YOY from 2017 to 2019

**20%**

Average booking rates recorded  
through Android and iOS platforms

**2.5x**

Incremental downloads delivered  
during peak seasons like  
Ramadan