

AIRY ROOMS PARTNERS WITH INMOBI TO DRIVE HIGH-QUALITY INSTALLS AND ONGOING TRANSACTIONS ACROSS MOBILE WEB AND APP

Airy Rooms is a customer-centric services platform that disrupts the conventional hospitality industry in Indonesia through high end technology.

REAL RESULTS

Top
Marketing Partner

20-25%
In-app conversions

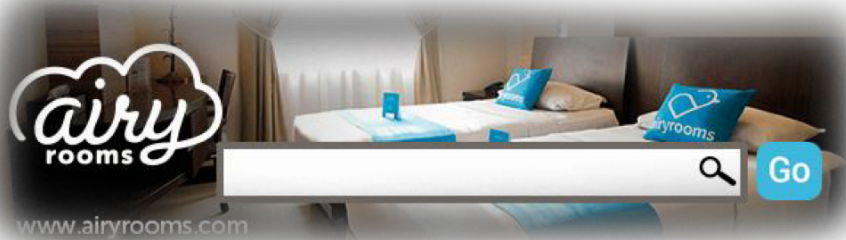
2X
Higher user engagement



TESTIMONIAL

"The InMobi user acquisition and remarketing platform has delivered great results for us, surpassing all the performance KPI metrics. In a short time, InMobi has delivered significant scale of conversions and resided in the top position among all marketing partners. It has been a very wonderful experience working with InMobi's top notch performance solutions and their partner management team. Looking forward to a long-term partnership with InMobi"

*Antony Kusuma
Product Marketing Manager, Airy Rooms*



THE CHALLENGE

Airy Rooms wanted to work with a mobile-first partner who could drive end-to-end user acquisition and remarketing campaigns, thereby maximizing transactions on mobile. Airy Rooms partnered with InMobi to:

- Increase overall Airy Rooms user base with high quality users
- Effectively re-engage installed users
- Drive on going sales for all Airy Rooms users across app and mobile web





THE INMOBI SOLUTION

1

Driving 25% of the daily app installs, the InMobi network delivered high-quality android users across Indonesia.

2

2X Higher user engagements with interactive ad formats such as native and carousel

3

Driving **20% of all transactions** from marketing partners, **InMobi is the preferred mobile remarketing partner** for Airy rooms.

LOKASI LOKASI AIRY ROOMS

INMOBI REMARKETING

How does it work?



Dynamic Audience Builder

Accurately track and target users based on their ever-changing states in the consumer lifecycle on mobile. Retarget app users in real-time based on in-app activity, purchase history and other personalized attributes



Dynamic Creative Optimizer

Leverage the combination of custom templates, personalized messages and rich creatives for delivering personalized messaging and recommendations to users; maximizing conversions.



InMobi Smartbidder

Efficient remarketing spend with optimal bids for each user based on the advertiser's goals. Accounting for over 50 attributes and post-click events, the SmartBidder computes the best bids for maximizing returns.