

Case Study

For Priceline.com, the Right Time and Place is Everything.

The Company:

Priceline.com believes every trip matters. The company provides travelers smart and easy ways to save on hotel rooms, airline tickets, rental cars, packages and cruises. With access to over one million properties of all types, consumers can find accommodations with a best price guarantee, as well as free cancellations and pay-at-arrival.

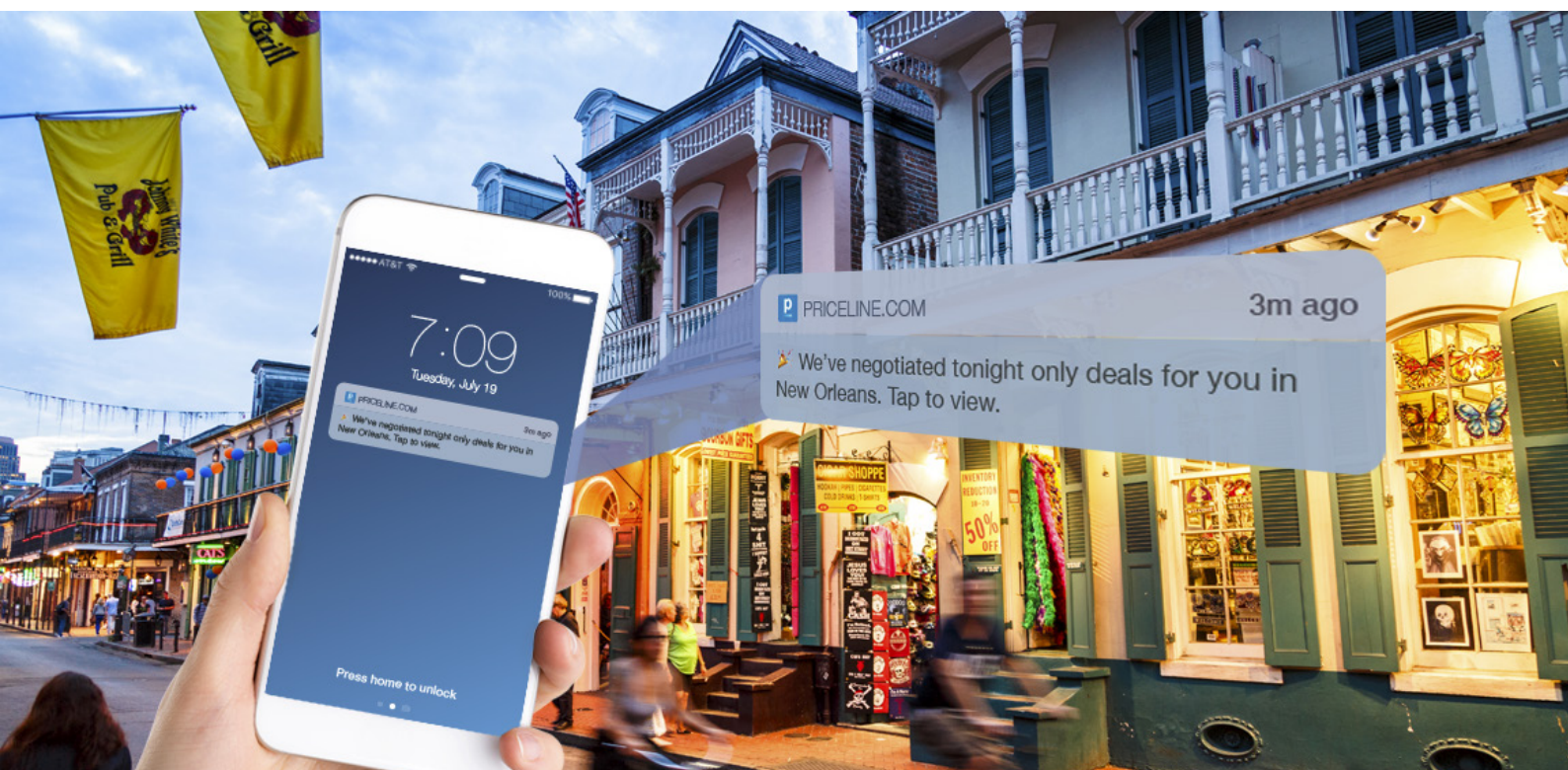
Key Results

+ Increased
average open rate

+ Increased
average 1-day conversion rate

The Challenge:

Priceline.com wanted to increase user traffic and in-app purchases by using geofencing, while being cognizant of who its users are. A majority of its app users are loyal customers that travel often or at the last minute. When thinking about product innovations, the company needed to reframe how it was thinking about its mobile strategy. The question had to change from “How will this make money for the business?” to “How will this help our users and will they care?” Timing was also everything. Priceline.com was not only looking to get the right message to the right user, but also looking to optimize the timing of its messages.



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The Solution:

Localytics Places™

Results:

Priceline.com launched twelve Localytics Places campaigns in its highest volume locations, targeting users who had recently fallen out of the purchasing funnel. The campaigns focused on one day special offers. For this focused audience, priceline.com was able to achieve an increased open rate, and drove an increase in the conversion rate of users who booked a hotel within a single day of receiving the message.

Additionally, priceline.com’s data showed that one in five same-day rental car bookings occurs when users are at the airport. By focusing its messaging strategy to be triggered off of user’s actions in real time, versus traditional scheduled messaging, priceline.com was able to reach users when they were most likely to buy, and drive more conversions.

Engage Users with Localytics Places

With Localytics Places you can create up to 10,000 geofences and engage your user base through location-based messages.

