

Wego & Jana

CLIENT CASE STUDY

With Jana, Wego's ARPU (average revenue per user) increased 3x in Malaysia, giving them an overall boost in ROI.



WEGO | TRAVEL APP

According to Google's 2014 travel study, 67% of leisure travelers and 78% of business travelers used their smartphones during at least one phase of the process. But for developers of travel apps, the challenge lies in getting users to not just browse hotel deals or flights, but ultimately book a trip.

CLIENT NEED TRANSACTIONING USERS

Wego is the leading travel search site in the Asia Pacific and Middle East. Travelers use Wego to search over 700 airlines, hotels and online travel agents to find the best travel options available online. Wego also delivers business directly to an extensive global travel partner database, and aims to continuously grow its customer base.

OUR SOLUTION INCREASE ARPU VIA IN-APP EVENTS

Wego worked with Jana to connect with mCent users in Malaysia, Indonesia, and India, with the ultimate goal of increasing the average revenue per user. Users were able to download and try Wego free of data charges. The campaign encouraged users to search for flights and hotels, and select the deals that interested them.

Results

3x increase in ARPU:

Wego's ARPU increased 3x in Malaysia, delivering them a boost in ROI

Increased in-app activity:

More mCent users were searching and viewing travel deals than users acquired through other channels

Geographic expansion:

Wego expanded their campaigns with Jana to two new markets: India and Indonesia