



Using data enrichment and machine learning to acquire and retain high-value customers

Helping a rideshare company grow their business with their best customers

The Customer

A highly technology-enabled leader in ridesharing and food delivery.

The Industry

On-Demand – Ridesharing and Food Delivery.

The Challenge

Better understand and identify high-value customers, grow their lifetime value through cross-selling of additional services and target similar prospects for acquisition.

The Solution

Mobilewalla High-Value Customer Modeling and Identification provided tremendous insights through building a complete profile of the high-value customer, identifying patterns in churn rate and identifying customers for cross-sell.

Painting a picture of the high-value customer

With a large direct-response marketing budget to acquire new customers, customer acquisition was a major priority for this brand yet their efforts weren't driving the necessary results due to the lack of a clear, targeted focus. The brand knew they needed to focus their efforts on their highest-value prospects and customers, but struggled to identify who those customers were with the data they had available to them.

To better identify and engage with those prospects most likely to have a high lifetime value (LTV), the brand turned to Mobilewalla. After enriching the brand's first-party data with our deep consumer data, machine learning models were developed that helped the brand understand the characteristics of their highest-value customers.

High-Value Customer Characteristics

- Age 25-44
- High Income Earners
- Distance between home and work is between 15km - 20 km
- Reading Enthusiasts
- Seen in an average of three distinct locations per day

About Mobilewalla

Mobilewalla combines the industry's most robust consumer data set with deep data science and artificial intelligence expertise to help brands make more informed business decisions and effectively acquire, understand and retain their most valuable customers.

We collect, identify and analyze directly sourced application usage data from SDK integration and supply-side platform partnerships. Through our extensive AI expertise, we deliver refined consumer insights that provide enterprises with unparalleled access to the digital and offline behavior patterns of their customers and prospects as well as nuanced data about their competition.



3+ years of data



30+ countries



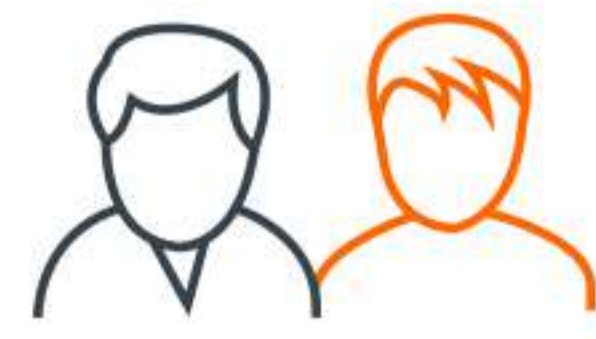
1.5B+ devices



50M+ POIs Mapped

Maximizing retention and understanding customer transitions

To continue to grow market share and create a competitive advantage, the brand knew they also needed to have a strong customer retention strategy with a specific focus on mitigating high LTV customer churn risk. Utilizing our deep, rich consumer data and AI expertise, Mobilewalla helped the brand better understand and identify the characteristics and patterns of previously high LTV customers that transitioned to low LTV.



Male, Age 25-34



Home to Work Commute
Distance < 15 KM



Has recently switched to a new telco provider which has close association with a competitive rideshare

Increase share of wallet by identifying customers for cross-sell

To substantially grow their business, the brand wanted to increase revenue opportunities by cross-selling their food delivery services to customers with a high likelihood of interest. Leveraging the enriched dataset, Mobilewalla was able to build a model using income, dining behavior and app usage that identified the characteristics of those customers who are most likely to buy food delivery services.



Working Professionals



Has Children



Frequently Dine Out

Better Data Drives Results

With Mobilewalla's deep consumer data and AI expertise, the brand was better able to understand their customers, make more informed business decisions and drive improved results.



Increased the effectiveness of the retention model 20% by incorporating Mobilewalla consumer data.



Achieved a 2x lift in identifying high LTV prospects compared to their current acquisition strategies.

To learn more about how Mobilewalla can improve results for your business, visit www.mobilewalla.com