

Commute Service Company

Case Study

Commute Service Goal? Through online Marketing

The online advertising has been one of the most competitive in the recent because of the huge scope and exposure in different markets of the world. It is a small wonder, then, that the industry rivalry has been increasing as business have been fighting to develop the market share in the world market as well in the local market, to satisfy the need of a particular group of clients. One such company at the forefront of these endeavours in the local market is an office commute service company in India.

The Business Model

Commute Service Company is an on demand AC bus service platform on a mission to turn daily commute into a hassle free & experience. Being a smart solution for a smart traveller, company operates its daily commute services through the App (Compatible for Android & iOS only)

Expanding its service offering company extended their services to leisure travel and are present on other travel aggregators, work through a network of travel agents to facilitate single seat to complete bus hire on intercity routes.

Footprint

- ✓ Key Markets: Bangalore | Mumbai
- ✓ New Markets: Delhi | Hyderabad | Jaipur
- ✓ Potential Markets: Gujarat | Pune | Goa (Not yet operational)

The Challenge

To identify a customer base for daily office commute who would avail the service with a private company.

Consumers, who use any form of local or personal transport, may or may not be using competition.

Past Campaign not giving the optimum results.

Early subscribers before the competitors leap on to the user.

Localise targeting allied to a bus stop pickup.

KPI- Registration to trial and trail to actual spent.

User acquisition cost.

Commute Service Goal? Through online Marketing

Our Thought Process

The interesting part for an online agency like us was to get the thought process right and the 1st step for us was to integrate with the company's Functional level strategies, Business level strategies, National level strategies and corporate level strategies to have a successful online campaign for one of the channel. After past Data Analysis and keeping the scope of the project, our brainstorm sessions gave us a clear focus on strategies to be implemented to make a better ROI for the spent.

Expectation and Deliverables from the company to a Agency

App Install	Past campaign result from Client	Expectation from Agency	Delivered by Agency
CTD	MUM	MUM	MUM
Reach	899544	1000000	852638
Media Spends TD	X	X	X
Downloads	X	X	X
Cost Per Download	X	X	X
Registrations	X	X	X
Trails	X	X	X
Cost per Trial	942	667	576

Commute Service Goal? Through online Marketing

Actions taken by Agency

Action 1. Pre defining the structure through Market & Company study for better online result

Campaign Brief - City: Mumbai

Cultural Context: While Mumbai is known to be public transport savvy, AC buses run by Maha. Govt have been withdrawn from the roads and have ceased to function. We do see this gap as an opportunity to shift any AC bus users towards the brand. However, this was more than 3 months ago, therefore users have found some solution by now, a habit has been formed.

Brand Awareness

ATL campaigns have never been mounted, only targeted BTL activation basis on selective routes in addition to referral CRM campaigns have been executed to reach the current user base of 21 thousand. Therefore, Brand Awareness is limited & understated; Mumbai has never seen a FB campaign in the past

Mumbai market is about 1.5 years old, At present it runs 76 buses, and aspiring to reach an occupancy of 85% {current being 69%}, this translates to adding ~~5100~~ consumers on below mentioned routes in a month

Routes At Which Occupancy needs to be created or boosted

Table or route wise new users needed to achieve occupancy of 85%

Commute Service Goal? Through online Marketing

Routes	Current					Target					
	# of vehicles	%Occupancy (Avg)	Seats offered (Daily)	Seats filled (Daily)	MAU	Target vehicles	%Occupancy (Avg)	Seats offered (Daily)	Seats filled (Daily)	MAU	Target New Downloads
BKC<>Bhayandar	7	45	230	104	337	6	85	197	168	543	823
BKC<>Borivali	5	53	140	74	258	5	85	140	119	415	629
BKC<>Kharghar	5	87	139	122	357	7	85	195	166	486	517
BKC<>Koparkhairane	4	81	120	98	171	5	85	150	128	223	210
BKC<>Thane	25	71	879	628	1136	25	85	879	747	1352	865
CP<>Goregaon	2	72	46	33	28	3	85	70	59	50	87
CP<>Kharghar	1	59	29	17	51	3	85	86	73	220	677
LP<>Kharghar	5	82	156	128	139	7	85	218	185	201	247
LP<>Thane	7	65	206	135	247	7	85	206	175	321	296
NKP<>Kharghar	3	81	66	53	143	5	85	109	93	251	433
NKP<>Thane	12	71	365	260	497	12	85	365	310	593	386
Total	76	69	2376	1651	3364	85	85	2615	2223	4656	5169

Total New Users Needed 5169

Commute Service Goal? Through online Marketing

Age Group: 25-50 Male & Female

Possible Travel Woes

a) Crowded - Inconvenient - Expensive

b) May / May not have clear visibility of estimated arrival time

{Local transport – Rail / Bus/Auto/Taxi – You need to hail a ride, waiting time is not defined, you may find long queues at the bus stop or the railway station, getting into a bus/train is difficult, it's like a fight for life }

Existing Consumer Behaviour

Consumers who use any form of local or personal transport, may or may not be using competition

Competition: ~~Ola, Uber, Cityflo, H2O~~

Car Pool: ~~Wunder Carpool, Smart Mumbaikar, LiftO, PoolMyCar, ToGo~~

Opportunities beyond competition: Existing Facebook Groups / Others

Benefits of the Brand

Comfortable AC Buses | Reserved Seats | Real Time Tracking | Cashless Payments

Brand Definition: “On demand AC bus service” for smart commuters. You may notice that our logo is xxxxx – Commute Smarter.

Commute Service Goal? Through online Marketing

Action 2.FB Campaign Execution & Setup

Once the campaign was setup with the location targeting (1mile targeting the bus stops - that precise around 28 location points of 1 mile targeting) and Interest targeting, it gave us confidence we could show a big difference pretty quickly with this account. Plus by narrowing the audience we could control unnecessary cost instead of going for a broader reach. Our 1st inclination was to spread a good budget with the AB testing of Ad copy's which will give us the necessary result in a span of 48 hours and then curtail the budget towards the best adcopy. That gave us even more control so that we could bid more aggressively and tailor the age group and add further new interest to the campaign. In other words we could pay close attention to the best interests that the clicks come from and remove the interest that aren't generating as many clicks for the impressions that they get. In other way saving impression cost.

Action 3. Key Deliverables

We have seen the sudden fluctuation in terms of primarily downloads and cost. Where we systematically weeded out the under performer (age group, interest, ad copies, impressions) so we could focus on cost per download, ad budget optimisation, top performing interest and overall curtailing the cost and lowering on per user acquisition cost.

The End