TripIt, the world's highest-rated travel-organizing app

TripIt was created in 2006 to simplify the travel experience. Now it's the world's **highest-rated travel-organizing app** with **over 11 million users**. By seamlessly turning travel confirmation emails into a master itinerary that can be accessed anywhere, anytime, on any device, TripIt's success lies in its ability to make life easier for travelers.

TripIt was acquired by Concur in 2011, the world's leading provider of expense management solutions and services.

# Use Facebook Advertising to Reach Mobile Customers

With the understanding that 88% of Facebook users are mobile, the TripIt marketing team leveraged that channel to reach the right people at the right time through granular targeting, and measured results with a mobile attribution partner.

Facebook Users, Q2 2015 (Millions)

■ Non-Mobile Monthly Users   ■ Mobile Monthly Active Users

176

1,314
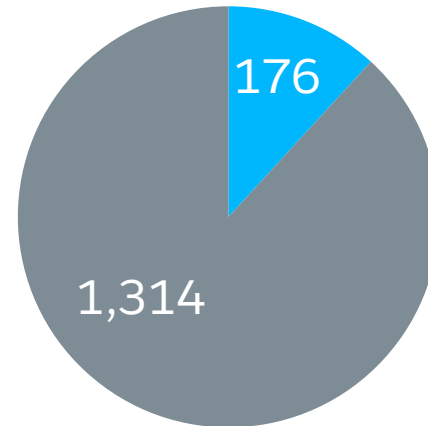
TripIt's Objective: Looking Beyond App Installs
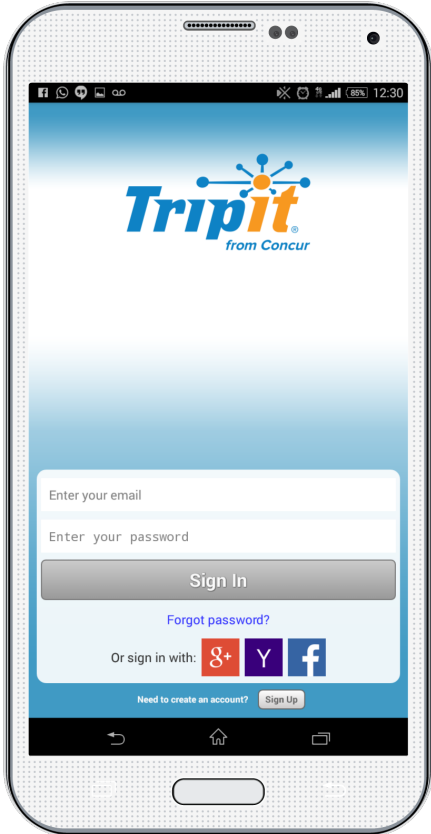
TripIt evaluates its advertising results based on app installs and also specific in-app events that correspond to successful engagement with the travelers they acquired through these ads.

The marketing team measures the cost of specific events after someone sees an ad. For example:

| Mobile app install | → | Action 2 | → | Action 3 | → | Action 4 | → | Action 5 |

Key business metrics for mobile ads include cost per registered user along other quality metrics specific to the value proposal of the product.

"Social.com enabled us to unleash the full potential of social advertising by driving long-term value for the business and the scale to deliver meaningful results."

Patricia Vidal, User Acquisition Specialist at TripIt from Concur

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Results: Focus on What Matters

Now TripIt is able to reach the right user at the right time.

The TripIt app consistently sees installs that are nearly double the overall U.S. average – in part because this category is a heavy mobile game promoter.

However, TripIt also looks at how many people have registered for the TripIt service after downloading the app.

Drive Registrations with Better ROI

TripIt's Facebook ad campaigns managed by Social.com delivered less-expensive registrations than previous Facebook ad campaigns, because each element of the campaign, from targeting to creative, was optimized against the key business goal.

These TripIt ads were also more cost-effective than most mobile advertising channels.
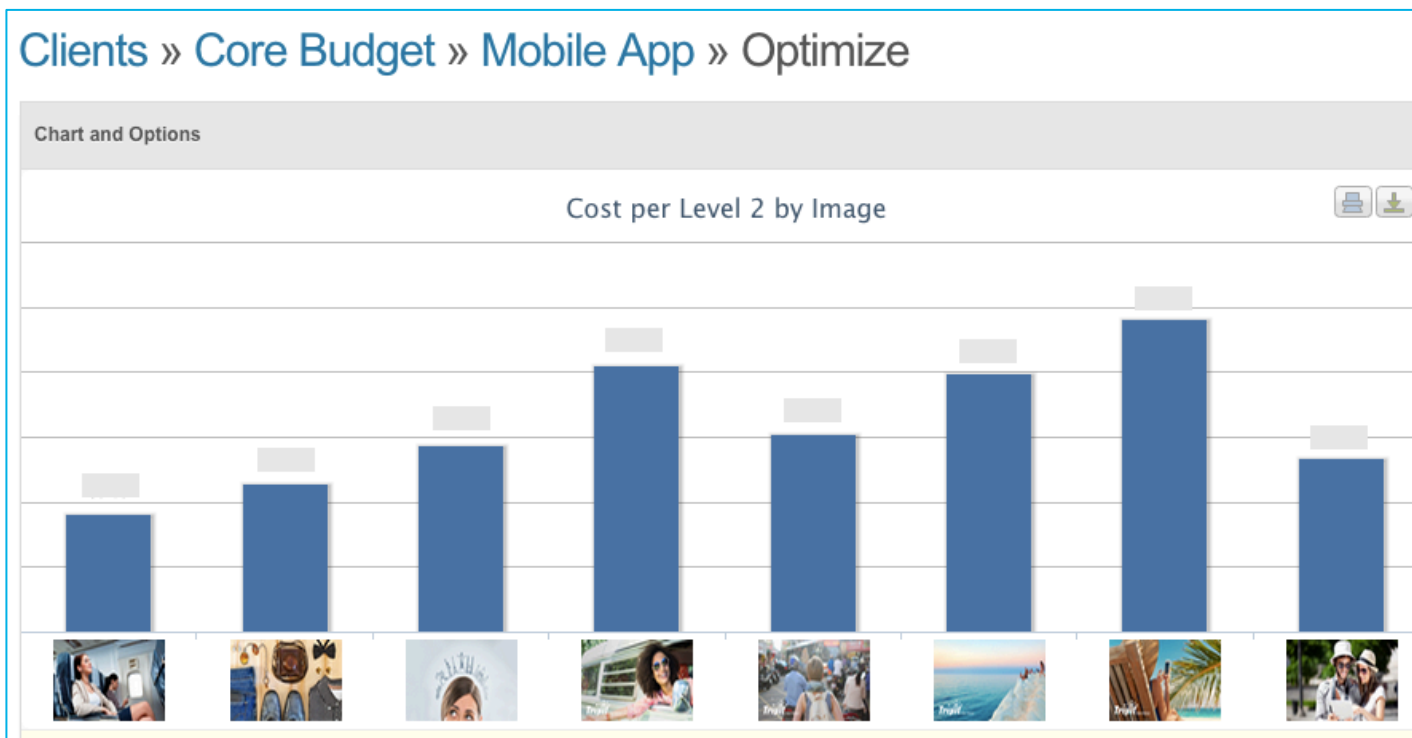
Additional Business Results

Within the first quarter of working with Social.com, TripIt's Facebook web acquisition campaigns saw:

- App Signups **increase by 482%**

- Cost Per Action (CPA) **decreased by 49%**

- Conversion Rate **increased by 445%**

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"Working with Social.com has allowed us to test and learn at a much quicker pace than before. We've developed a great partnership that's founded in open, ongoing communication, and the value of that is evident in the results."

Jessica Bari, User Acquisition Manager at TripIt from Concur

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Recommendations from Social.com

Before beginning to advertise, discuss what results you want. Different stakeholders in your organization will have different ideas for how to measure success; it's key to get everyone on the same page.

Optimize campaigns based on your key objectives. If you optimize for a result too early in the customer journey (Impressions, Clicks, or Installs, when you want registrations), you won't get the best use of your advertising.

Vary your creative to match your objectives. With Social.com, advertisers can see the impact of different creative on their business and adjust.

What is Social.com?

Social.com is a true self-service platform, that's powerful but easy-to-use and helps run efficient and effective social ad campaigns at scale. It powers the largest agencies and advertisers globally including the biggest social media advertisers in gaming, retail, CPG, finance, and entertainment. We also provide premium, migration and support service options to help customers optimize, manage and scale their advertising teams and spend.

Who uses the platform?

Customer	Campaigns	Performance
Agencies	Manage thousands of clients at scale	Direct Response, Reach, Collaboration
Mobile Publishers	Drive mobile app installs and engagement	App Installs
Gaming	Drive app installs and revenue	Direct Response, LTV
Brand In-House Teams	Magnify brand message and conversions	Reach, Direct Response

What is Active Audiences?

Active Audiences helps marketers harness data from email, mobile, and social engagement, along with the powerful automation and segmentation capabilities of Salesforce, to create targeted audiences for paid media campaigns that drive results.

Why use it?

Agencies and advertisers can build highly targeted campaigns quickly and easily, with sophisticated tools to optimize and automate every dollar invested. Teams can share and collaborate around campaign assets, to allow scalability across social ad buying and strategy.

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Credits

This case study was a collaboration between TripIt and Social.com.

It is intended to educate and inform readers of the best practices of a Facebook advertiser while using a best-in-class advertising platform. Results reported are not indicative of future results but reflect the learnings of TripIt while running its campaigns over a pre-defined period.

Our thanks to the TripIt marketing team for their openness and continued partnership with Social.com and Salesforce Marketing Cloud.

We also acknowledge the work of Ben Jaderstrom at Social.com for their ongoing work with TripIt in helping to create this report.

The case study was co-authored by TripIt and Zachary Reiss-Davis, product marketing manager at Social.com.

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