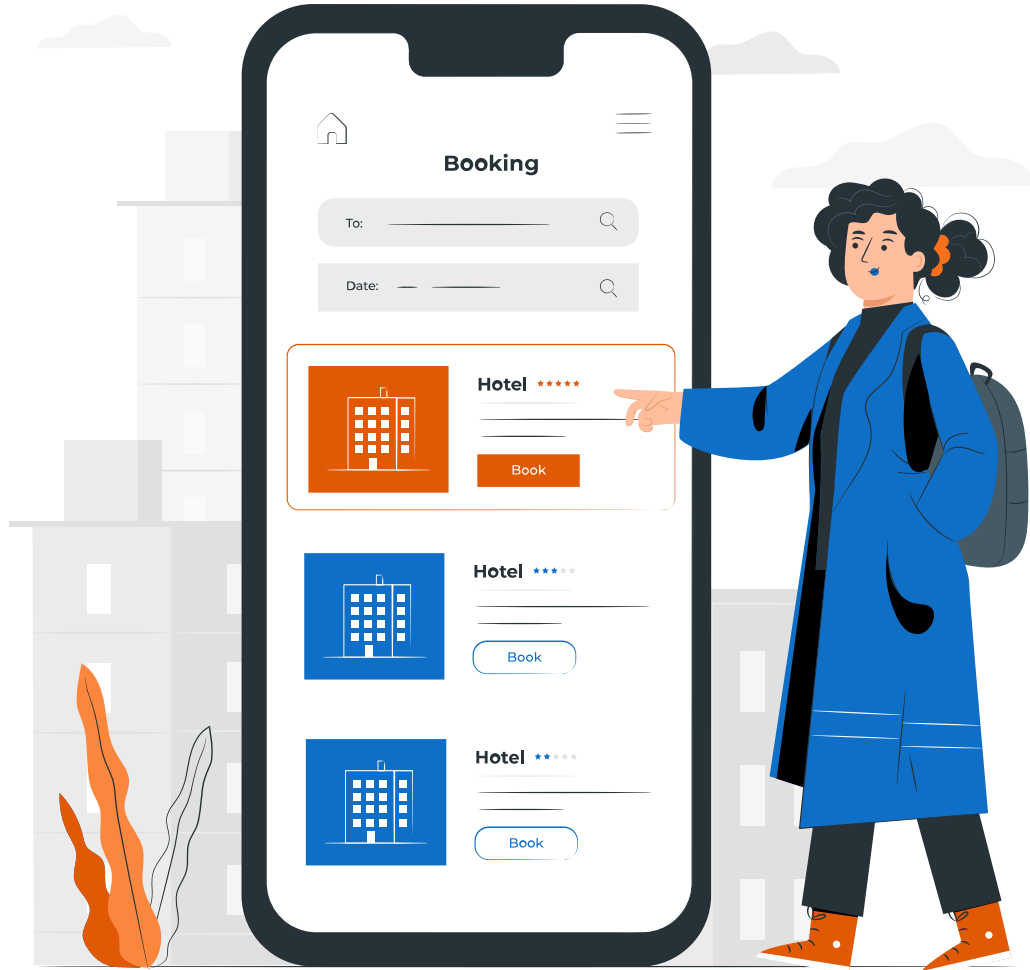


**GLOBALE  
MEDIA**

**goibibo**

Go Ibibo scales global engagement with  
Globale Media's exclusive in-app  
and on-device OEM placements





## About The Client

Go Ibibo is India's leading online travel booking platform founded in 2007. It provides a range of booking choices for flights, hotels, trains, cars, and buses for travelers. The customers can select and book a wide range of travel services and products in India and overseas from Go Ibibo's website and mobile application. Go Ibibo's core differentiator from its competitors is its convenient user experience, be it quick searches, bookings, fast payments, refunds, and settlement processes. The Go Ibibo application has over 100M+ installs across Android and IOS platforms to date.

# The Challenge

## *Scaling amidst brutal competition in the online travel space*

In 2017, Go Ibibo merged with the market leader in the travel industry, Make My Trip. But the online travel industry has been a brutally competitive space over the last few years and Go Ibibo is facing strong competition from players such as Trivago and ClearTrip. Trivago has been growing at an exponential rate since its inception, allowing users to compare the rates vis-à-vis one million different options and 250 booking locales around the world. Cleartrip is another major competitor with two million enrolled clients and 15000 air ticket transactions every day. To maintain its market leadership in the online travel segment, Go Ibibo requires growth in hotel and flight searches across its web and application platforms along with consistency in application downloads across IOS and Android platforms.



# Solution

Globale Media launched a mobile campaign targeting the **frequent fliers and the travel enthusiasts of India** to drive Go Ibibo's app installs and online bookings.

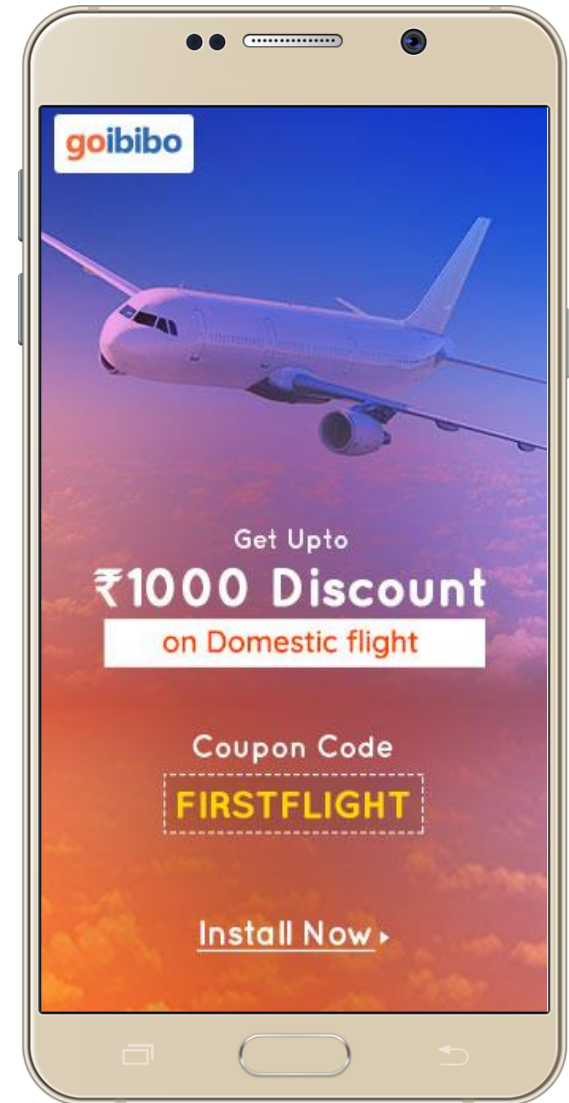
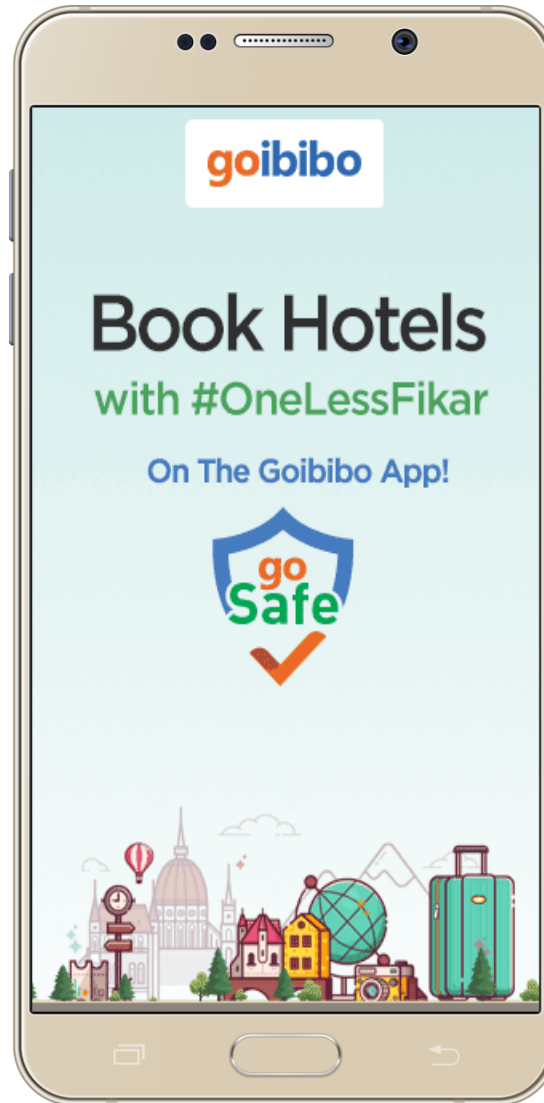
Banner ads were run with strong messaging and a **promo code** was made available to the users, encouraging them to download the app and avail the discount.



The ad campaign was run using the **optimized technology** where the audience was targeted based on their lookout for trains, flights, and hotels.

Tailored ads were launched showcasing the **best deals available** on travel and flight bookings.





## Results



Consistently delivered  
**15000** installs/day

**20%** average hotel  
search rate



**35%** average flight  
search rate

## Testimonial

*Nitin Chauhan (Goibibo)*

*Globale Media has been one of our preferred partners for our online marketing campaigns where we are always assured about quality and scale.*