**AIRSHIP**

![GasBuddy logo]

# GasBuddy Boosts Revenue Growth by Helping Drivers Fuel Better in Real Time

Over 80 million drivers use the GasBuddy mobile app to locate the best-priced stations with the amenities they need. The Boston-based startup keeps GasBuddies coming back to the app by continuously investing in new features and programs — including Pay with GasBuddy and GasBack — that make life on the road cheaper and easier. But new features and loyalty programs don't add much value without rapid adoption. Generating user excitement is critical to increasing the number of daily active users and growing revenue through its affiliate marketplace.

"As we evolve our business model, it's really important for us to be able to communicate with our users and get them back into the app to take the next best action," said Lauren Monk, Director of Acquisition and Lifecycle Management. "Airship provides the marketing team with all of the tools we need to smartly segment and personalize messages to GasBuddies to drive valuable business results."

## CHALLENGE

With over 80 million app users and ad-generated revenue, GasBuddy needed a way to deliver offers and drive new feature adoption at scale.

## SOLUTION

- Uses a multi-channel approach — including push notifications, in-app messaging, a mobile message center and email — to welcome new users, drive new feature adoption and keep traffic flowing into the app

- Keeps users engaged and maximizes conversions through automated, location-based offers via an integration with Radar

- Sends real-time mobile engagement data from Airship to Salesforce Marketing Cloud to automatically send targeted and timely email messages
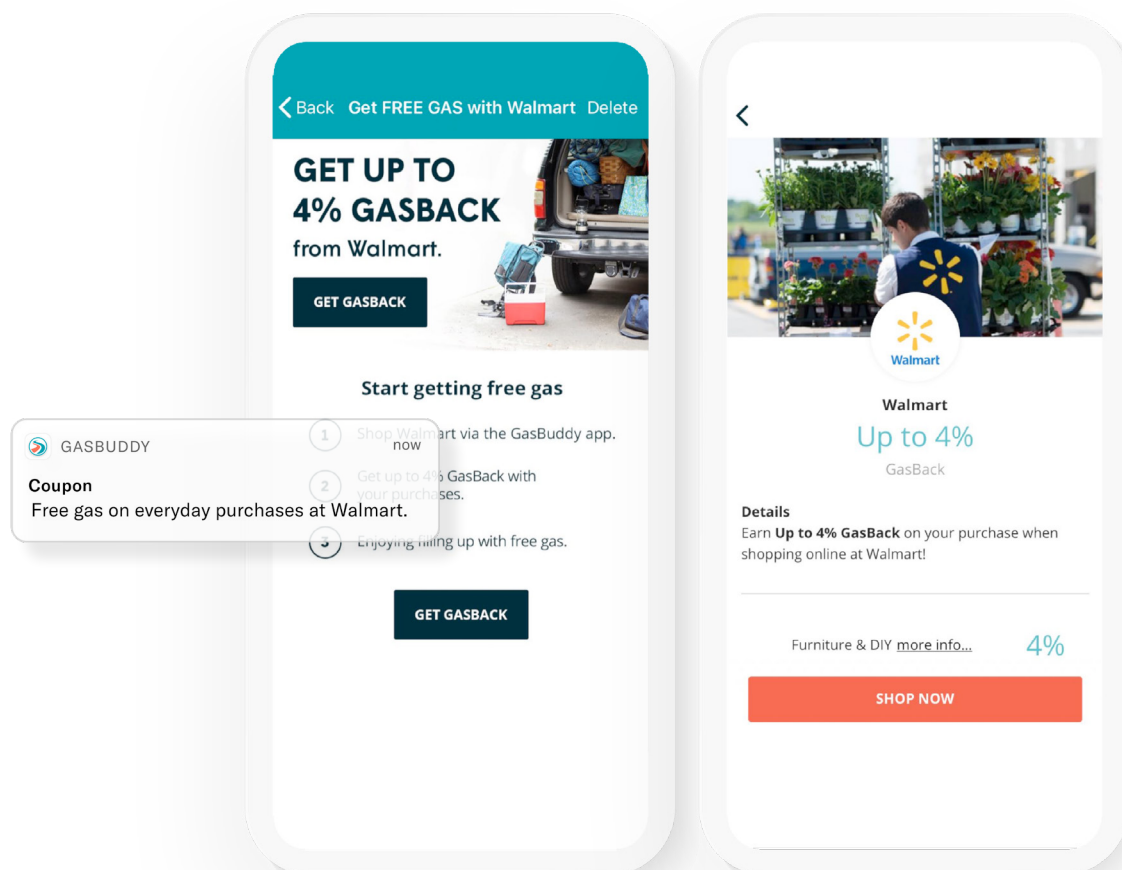


RESULTS

# 60%
Drop in app uninstalls

**On days GasBuddy sends mobile messages via Airship, the company sees:**

# 24%
boost in daily active users

# 2x
increase in "Pay with GasBuddy" enrollments

# 5x
increase in daily transactions within its GasBack affiliate marketplace

## BOOST TRAFFIC AND INCREASE RETENTION WITH SMART, RELEVANT MESSAGES

GasBuddy uses a multi-channel approach to engage users and maximize conversions throughout the customer lifecycle. "We're lucky in that we have an enormous user base and get around 500,000 new installs every month," said Monk. "Airship has allowed us to onboard users in a way that retains them beyond that initial app install." Since advertising is its lifeblood, driving daily active users into the app is GasBuddy's primary objective. The startup sends price-hike alerts and incentive-based push notifications, including free gas and cashback offers, to boost traffic and generate more revenue. On average, GasBuddy sees a 24% increase in daily active users on days it uses Airship to message users.

## DELIVER REAL-TIME, LOCATION-BASED OFFERS

GasBuddy has partnered with dozens of major brands for its popular GasBack rewards program. The company integrates Radar with Airship to trigger automated push notifications based on user location events. Every time mobile app users enter a geofenced retail location, they automatically get a limited-time GasBack offer on their lock screen. "We see a 5x increase in daily transactions within our GasBack affiliate marketplace for the specific brand we promote using Airship's mobile messaging solutions," said Monk.

## COORDINATE CROSS-CHANNEL CAMPAIGNS TO REENGAGE USERS

Using Airship Real-Time Data Streaming, GasBuddy sends mobile data from Airship to Salesforce Marketing Cloud to trigger cross-channel reengagement campaigns. If, for example, a user starts to sign up for Pay with GasBuddy in the app but drops off mid-funnel, GasBuddy can send an automated email reminder or special offer to incentivize that user to complete the enrollment process. "We're seeing how we can leverage Airship and Salesforce together to drive even greater results," said Monk.

"Airship's amazing partnerships with top email service providers and geolocation vendors puts GasBuddy on the cutting edge of mobile messaging, allowing us to deliver timely and relevant messages to our users, which is really exciting for us as marketers."

Lauren Monk
Director of Acquisition & Lifecycle Management

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