Orbitz User Acquisition Takes Off With Flurry Ad Analytics

Orbitz, one of the leading online travel companies, recently turned to Flurry to measure the effectiveness of their app user acquisition spend. As more consumers use smart devices to make their travel plans, Orbitz made expanding the reach and usage of their apps a priority. But with little insight into what marketing channels were effectively delivering new app users, Orbitz held back on their user acquisition efforts. Then they began using Flurry Ad Analytics, which gave them the visibility to significantly grow their audience and increase their marketing ROI.

Orbitz already used Flurry Analytics to segment their users by their purchase frequency and type. Without any additional setup, Orbitz used these segments in Flurry Ad Analytics to quickly understand how well their acquisition channels delivered the users that made more frequent, higher-value purchases.

Explains Dan Bruinsma, Senior Director of Marketing at Orbitz, "We found Flurry Ad Analytics gave us the accurate channel attribution we had been missing, allowing us to evaluate a channel's ability to deliver quality users. But we didn't expect it to be so incredibly simple to use. It takes only seconds to track a new campaign, which gives us great flexibility to explore new marketing opportunities."

Orbitz instrumented all their app acquisition campaigns with Flurry Ad Analytics, including over 20 new placements with direct publishers and acquisition networks that they previously had not tried due to lack of measurement. By tracking performance across all their owned and paid media, Orbitz could accurately evaluate all their channels to acquire more users efficiently.

RESULTS

100% of app installs tracked to source
20+ new acquisition channels unlocked

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