



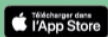
Changing gears: OuiCar leverages Adjust Fraud Prevention to increase revenue and sift out fraud

Une rando à Annecy, cette fois c'est **oui** !



Une envie. Une voiture.
Louez une voiture au coin de la rue, tout simplement.

OUICAR.fr



Les locations sont
assurées par AXA

Challenge

Propel growth through user acquisition

Mobility is one of the fastest-growing sectors of the last decade. New players launch themselves into the market, challenger companies strategize how to snatch more market share, and traditional services struggle to stay afloat. Although completely different in nature, one opportunity is common to all: mobile-driven growth.

For vehicle rental companies, mobile has represented an opportunity to reinvent their business-model, invest in frictionless customer experiences and, as a result, scale.

User acquisition (UA) is essential in scaling any mobile business, as bringing in users from new channels means continually growing an app's customer base. UA strategies should always be data-based, meaning the guess-work is removed and that it's straightforward to determine which channels and campaigns are performing.

Being clever to invest in the right channels that were driving high-quality users to their app, OuiCar saw their install numbers climb sharply. However, ad fraud is prevalent and can get in the way of even the best user acquisition strategies. Fraud continues to grow every year, and it's expected to reach US\$ 44 billion in 2022.

Quickly enough, OuiCar realized their numbers were not adding up. Although the company saw growing numbers every month, their revenue didn't follow the same trend.

"We need to be efficient when deciding how to invest our money. This is crucial for us as the competition in this field is fierce."



Louise Delamare
Head of Acquisition



Solution

Steering budgets away from fraud

When downloads are your main KPI, fraudulent installs don't immediately appear too bothersome. However, when other variables come into play, the symptoms of fraud become easy to notice.

Once OuiCar defined rentals as their north star metric, then soon realised: when there were a high number of downloads, the cost per acquisition was far too high and the impact of fraudulent downloads became apparent.

After implementing Adjust's Fraud Prevention Solution, the company was able to pinpoint the campaigns bringing in fraudulent users, and turn them off with the click of a button, saving budgets that otherwise would go down the drain and protecting datasets from becoming skewed.

"Once I understood which campaigns were truly the top-performing ones, I was able to invest more budget on them. After that, we could notice the positive results."



Louise Delamare
Head of Acquisition



Results

Free road to customer satisfaction

Life before Fraud Prevention at OuiCar could be summarized as such: inaccurate acquisition results, dashboards that did not reflect the revenue, and optimization leading in the wrong directions. For Louise and her team, the implementation of Fraud Prevention was a watershed moment.

A tool like Fraud Prevention gives you the complete clarity needed to make the right decisions: OuiCar are now able to spend more time investing in customer satisfaction and user experience. As a result, they've seen an increase in active users.

The marketing team was also able to negotiate higher budgets for media because spending was always in line with profits, and cost per acquisition was no longer a surprise.



- Saved 10% of our media budget by rejecting fraudulent installs
- Increased installs by 6% as a result of reinvesting the saved budget
- Rejected over 12% of paid installs, of which 80% were due to click spamming implement real-time changes to CPI



Adjust is a global app marketing analytics platform committed to ensuring the highest privacy and performance standards. Adjust's solutions include attribution and measurement, fraud prevention, cybersecurity, as well as automation tools. The company's mission is to make mobile marketing simpler, smarter and more secure for the more than 50,000 apps working with Adjust.



Established in 2007, OuiCar is the leading person-to-person car rental company in France, with more than 35,000 cars available throughout the country. With over two million users, the app allows car renters to find vehicles suiting their needs, book them online and connect with owners to start the ride.



www.adjust.com