

CareemPlus

Hypothesis:

By displaying ads across the Elevision elevator network using a clear CTA to subscribe, Careem Plus should increase awareness, consideration, and subscription signups.





Strategy:

To test the hypothesis, the Elevision network was split into Test zones and Control zones. The division of the network was done so that there was a balanced split of locations that had high Elevision penetration as well low Elevision penetration. The Careem Plus advertisements were displayed across the Test zones using 12 seconds spots in a 4-minute loop frequency. No Careem Plus ads were displayed across the Control zones.

Background:

Careem Plus is a monthly subscription program that provides additional value across all Careem services. For AED19.00 per month, Careem Plus subscribers get 10% back on rides, no delivery fee on over 5,000 restaurants, no delivery fee on groceries, and many more benefits.

Campaign Statistics

	 Locations:	 Screens:	 Unique Reach:	 Impressions:
Test Group	176	564	128,722	3.9m
Control Group	135	358	80,036	0

Methodology

A difference-in-difference (DiD) approach between Test & Control groups was applied based on pre-launch and post-launch metrics. This approach evaluates the relative change in the Test group's share of *total* Careem Plus subscriptions, versus the Control group share of the same. It also analyses the change of Test group subscriptions head-to-head with the Control group.

Campaign Results



67%

of Test zones saw a positive effect on subscription signups during the period.



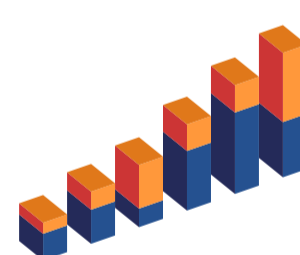
60%

of Control zones experienced negative outcomes during the period.



+2.5%

increase in the Test group in its head-to-head share vs the Control group



+6.1%

increase in relative share of overall Careem Plus subscriptions versus the Control group

Summary

The experiment showed a net positive uplift on Careem Plus subscriptions in the Elevision Test zones versus the Control zones.

While the % changes may initially appear minor, when applied to the immense size of the Careem market they deliver significant business results. Coming out of the test campaign and resulting case study, Careem has become a regular fixture on the Elevision network and continues to be one of our most valued clients.