

Hala/Careem – how cabs get hailed

Task

Hala, a pioneer of Dubai's ride-hailing economy was established in July 2012

Campaign Objectives:

- Drive installations of the Careem app
- Get users to book their first ride with Hala Taxi
- Continuous use

Approach

Classified the campaigns in 3 stages: Branding, Prospecting & Retargeting

Used multiple platforms and forms including programmatic, search and used intent to target and use to retarget with custom messaging.

Result

Achieved an average CTR of 1.82%

Achieved a conversion rate in excess of 10%

Achieved expected Installations on both iOS and Android devices.

The logo for Hala, featuring a small orange square above the letter 'h' and the word 'hala.' in a blue, lowercase, sans-serif font.