

AITARGET EASY VIDEO PRODUCTION TECHNOLOGY DRIVING TAXI BUSINESS

Technology was included into a [shortlist](#) of the Facebook Innovation Spotlight 2016 finalists in the «Personalized Marketing at Scale» Category. Spotlight is a showcase for the year's most exciting innovations across Facebook, Instagram, Atlas and LiveRail. Open to developers, agencies and Partners, Facebook is looking forward to highlighting more innovations than ever.

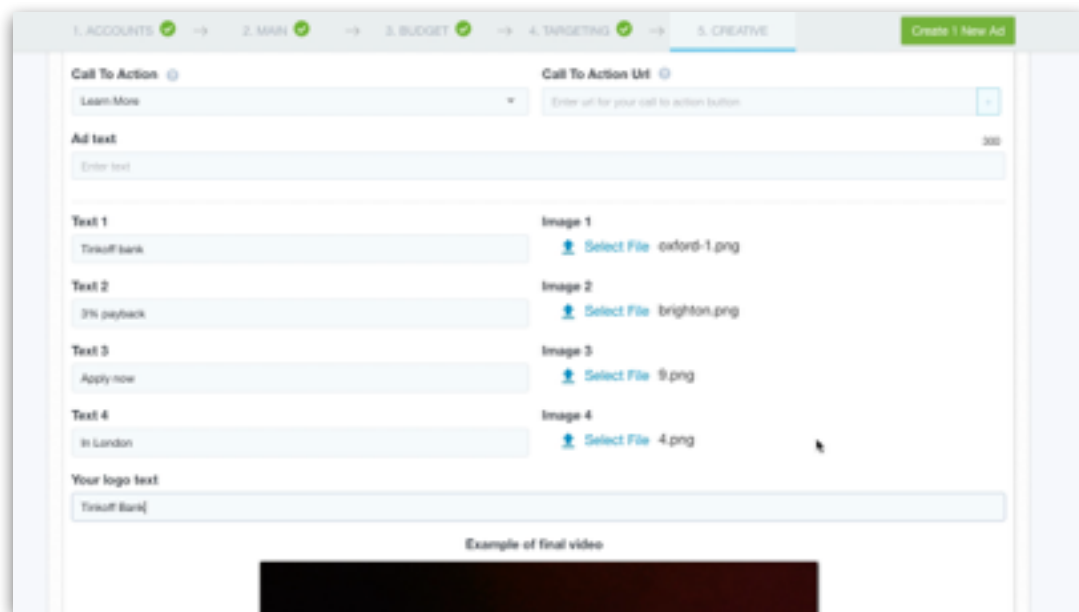
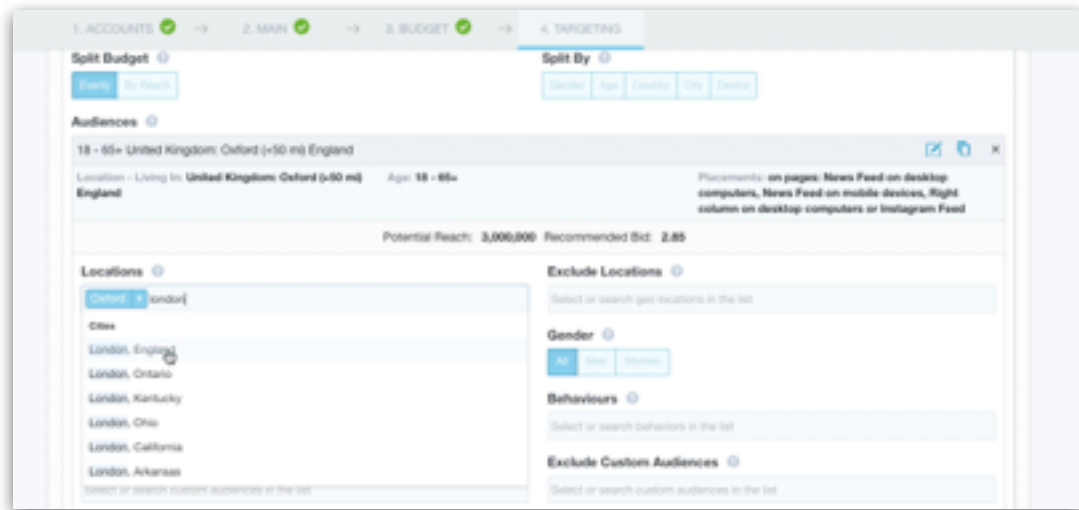
AITarget Video Tool is a solution for agencies that automatically creates video based on a few pictures and customizes it depending on user's targeting. All you need is to choose cities where your business is, pull your best images into our interface and combine them together. You will get video relevant to each user in any city.

Challenge: Our client MosTaxi with their agency iProspect wanted to attract a new audience, promote the new app for taxi orders, decrease CPI and increase the conversion into the first ride. Despite they are providing more services for free — it's hard to tell within one static ad about everything:

- payments with the cards
- 17% discount if you make an order via mobile app (both Android and iOS)
- Free Wi-Fi
- Free Child Chairs

Mobile app Install costs \$2.45 in average with a very high cost of conversion to the first ride.

Solution: With the help of our technology from static ads were created a number of customized videos that promoted orders via Mobile App on both platforms: Android and iOS. As a result, iOS CPI decreased by 23%, Android CPI decreased by 12%. Number of people who decided to try the service and take the first ride grew up to 12.5%.



About AITarget:

- 1. Facebook&Instagram Marketing Partner
- 2. Technology that makes your Facebook and Instagram ads more efficient. Unique algorithms and API access helps optimizing campaigns, control LTV and ROI. Our tool analyses your campaign every 15 minutes, turns off inefficient assets and relocates budget to efficient ones, changes the bid depending on your results.

