



World's Leading Online Travel Company's B2B Demand Generation Campaign

KEY OBJECTIVES

1. Reach decision-makers in Medium & Semi-large businesses to extend the benefits and need for an online corporate travel solution.
2. Generate Demand
3. Get deep insights into key metrics like LTV, time to first transaction and cost per activation and acquisition, after demand generation.

CHALLENGES

1. Many competitors with very similar and transactional messaging making the whole category communication commoditised and run of the mill. We needed to convey messaging in a fresh way!
2. We needed to capture GST information in order to qualify the demand.

SOLUTION

Cut from the clutter by communication differentiation and intelligent targeting integrated with data enrichment exercise for better reach and qualified demand generation

RESULTS

23000+ Users

24% Leads To Sign Up Rate
(with GST data capture)

16% Signups Converted to Paid
Users

Background:

MakeMyTrip owns and operates well recognized online travel brands, including MakeMyTrip, goibibo and redbus. They provide customers with access to all major domestic full-service and low-cost airlines operating in India and all major airlines operating to and from India, over 72,000 domestic accommodation properties in India and more than 500,000 properties outside of India, Indian Railways and all major Indian bus operators.

myBiz by MakeMyTrip is an easy-to-use corporate travel booking tool that can be used to book stays and flights along with numerous benefits. A self-help tool, myBiz helps companies save a lot of money on their employees' travels.

What we did?

To infuse freshness, we created a 3-pronged communication theme - Our target audience would see Quirky, Feature-led and Business-Threat led messaging across 3 phases



Over 20,000 companies have already registered with myBiz to take benefit of its smart travel features. Out of 20,000 registered companies, over 4,000 companies are rejoicing the savings they have made of Rs. 5 crores on Business travel by making bookings on their favourite app MyBusiness by MakeMyTrip

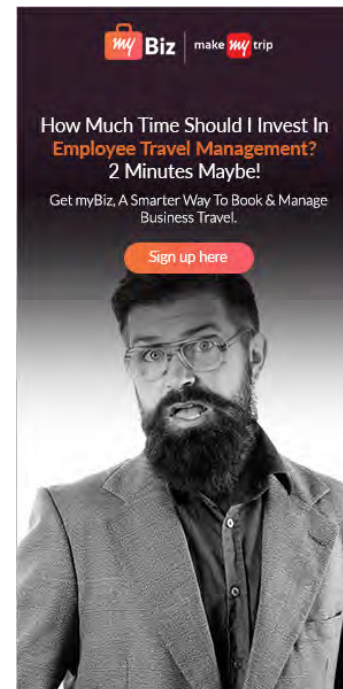
[SIGN UP NOW](#)

HOW TO REACH US

Live Assistance
1860 500 8747

E-mail us at
mysupport@makemytrip.com

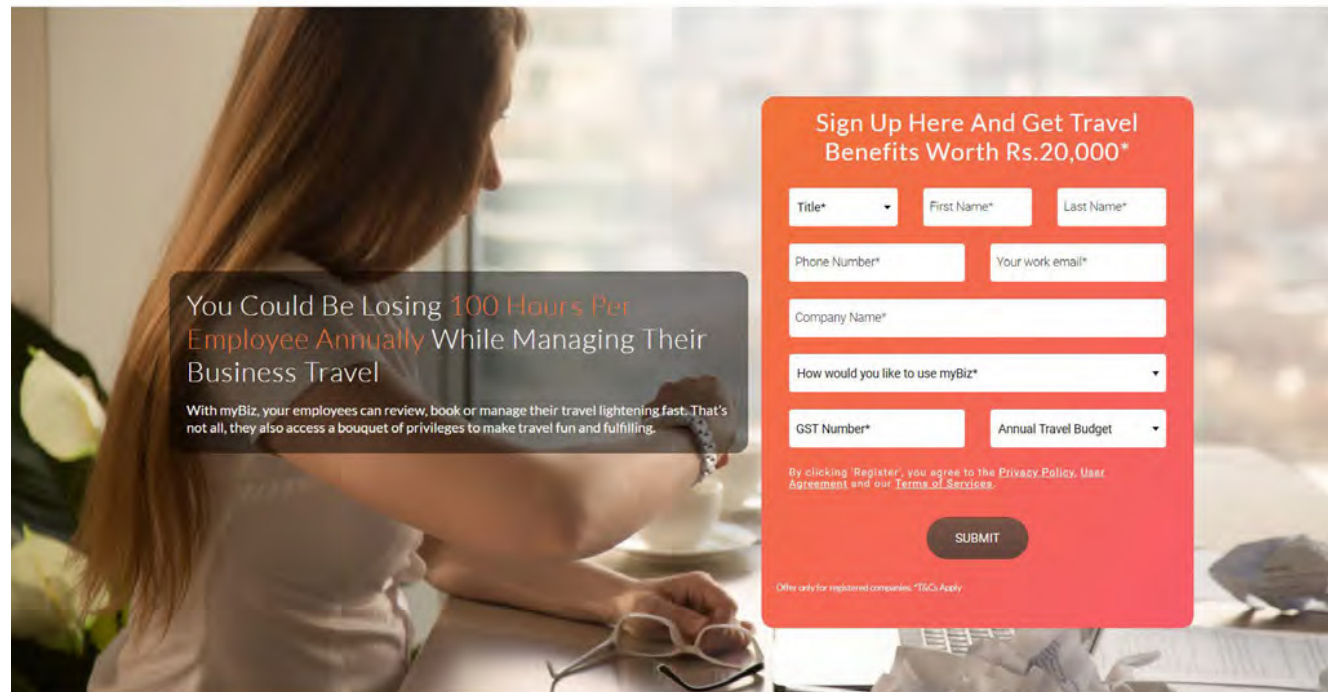

Savings | Convenience | Transparency | Choice



We used our RightLeadz methodology to target the right audience profile and engaging them across our landing page ecosystem.

At the last stage our virtual demand generation team captured GST information via outbound calling and messaging.

Very comprehensive tracking and on demand data flow from MakeMyTrip led us to understand demand attribution, value and velocity of activations.

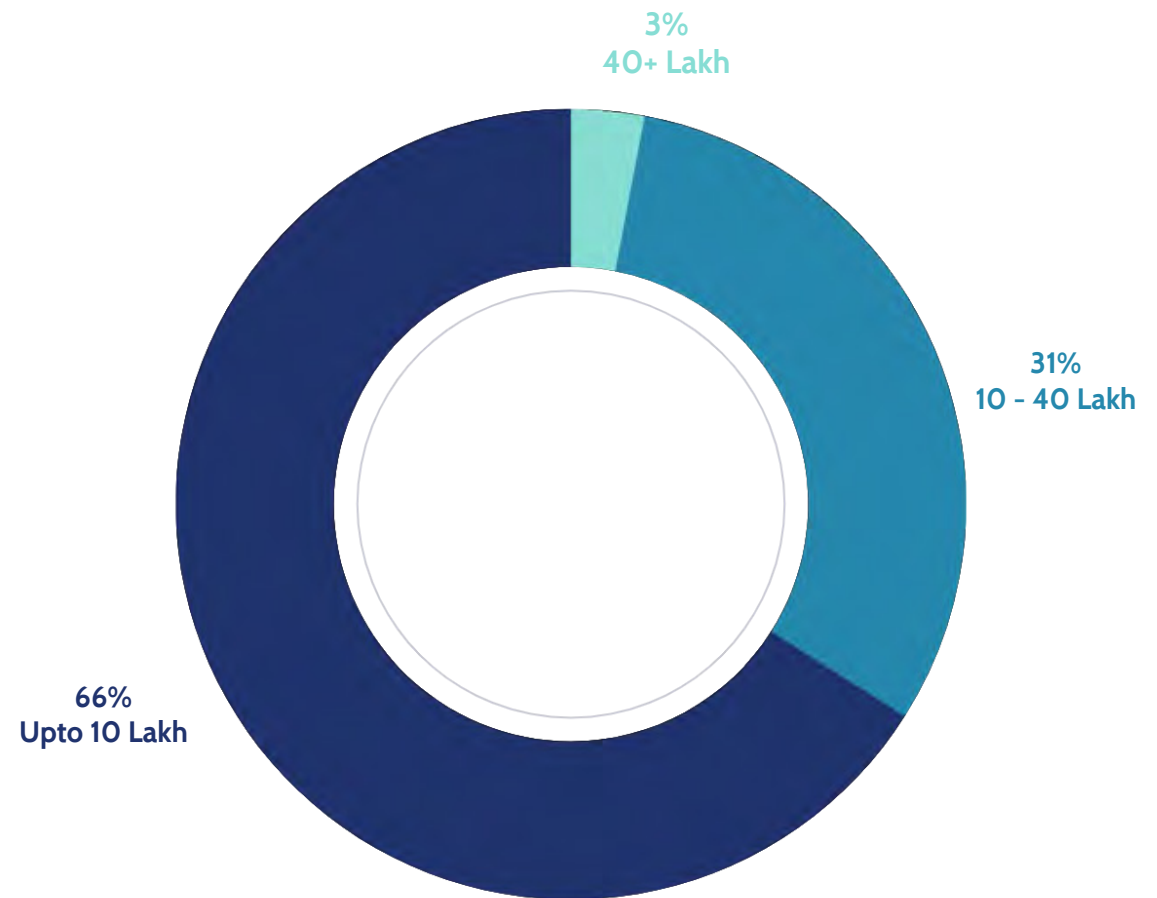


Statistics



Key Results:

Demand Segmentation By Travel Budget



Activation Value:

3X improvement

Total Potential LTV Projected for 1 Year:

INR 1.7 Cr

(Based on Current Demand Generated)

For more information:
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Our Partner



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63%

Fresh Demand Acquisition of
Total Demand



19%

Inactive Accounts Re-activated
of Total Demand



18%

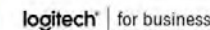
Existing MMT Customers Upgraded
to MyBiz Professional Account of
Total Demand



16%

Of Total Signups converted to
paid users

Our Esteemed Clients



India's Leading B2B Digital and ABM Agency