



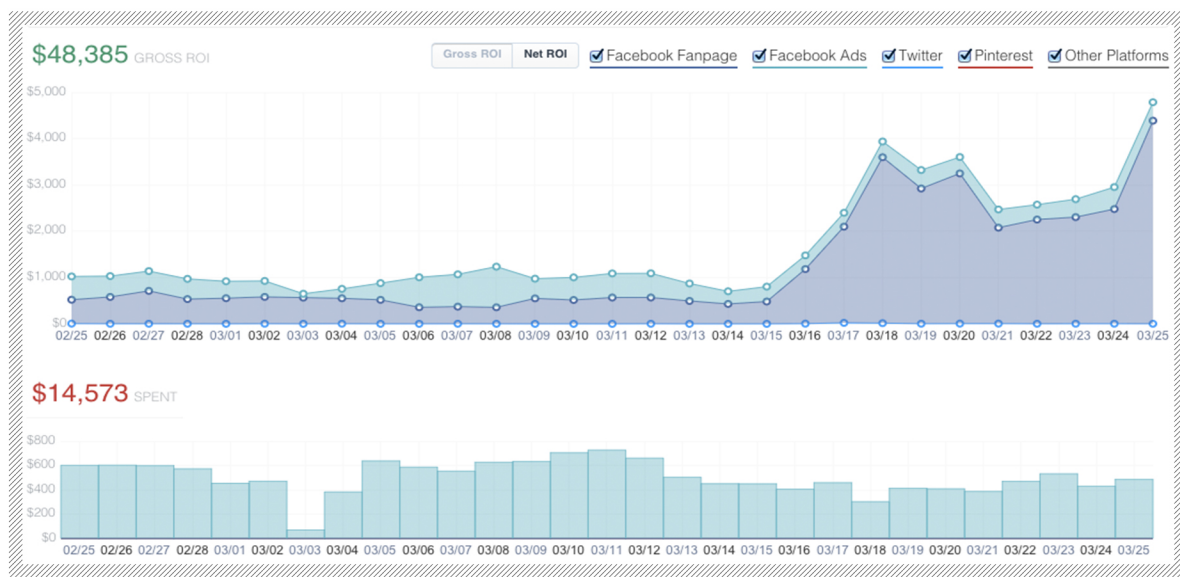
Summary -

Zoomcar, the largest car rental company in India, wanted to monetize their growing social presence by pushing fans to book car reservations through their e-commerce site and mobile app.

Objective -

- 1) **Zoomcar** joined Liftmetrix hoping to increase their ROI on social media, namely e-commerce.
- 2) After a quick ROI consultation, **Zoomcar** learned how **Liftmetrix** analyzes organic and paid posts, tracks conversions through to their site and creates a optimal social strategy targeting their predefined business objective.
- 3) By providing daily recommendations based on the data, **LiftMetrix** was able to give Zoom a content strategy that drove more car bookings from organic posts and ads on social.

Measuring Zoomcar's Social ROI:



Results -

Zoomcar experienced an explosion in ROI growth (e-commerce bookings). A large percentage of the increase in revenue from Facebook came from organic posting.

- **2.3x ROI** since joining the platform (**6.2x ROI** in the last 7 days mostly from organic)
- **40% increase** in paid media efficacy.. Drove 40% more revenue, spent 23% less spend on Ads
- **29% increase in ROI from organic content**. LiftMetrix provides organic post recommendations

"This is the best product for your social team, period. With real-time recommendations, we're wasting less time in excel, increasing the effectiveness of our paid media spend and driving revenue." - Greg Moran, CEO of Zoomcar