



NEW SAFE DRIVING APP SEEKS INCREASED DOWNLOADS

BUSINESS CHALLENGE

The launch of a revolutionary app that locks your phone while driving to decrease distracted driving.

SOLUTION

Attract target (primarily parents with driving age children) through: PR/media strategy, SEO, backlinking, paid advertising, social posts and website development

WEBSITE TRAFFIC (IN ONE MONTH)

- 179.95% increase in overall session
- 153.71% increase in new user sessions
- 38.90% increase in average session duration
- 1,867.72% increase in goal conversion rate
- 5,408.70% increase in goal completion

Ad creative



Ad creative

RESULTS



GoSafeRide #1 in Google search



Recorded Full Page Placements* in digital media reaching audience of 99M



CTR 2.83% (vs. industry average of .06%)

17+%

17.91% Conversion rate

