



B 2 C C A S E S T U D Y

Citi Bike is the nation's largest bike-share program, with 25,000 bikes and over 1,500 stations across Manhattan, Brooklyn, Queens, the Bronx, Jersey City, and Hoboken. Designed with convenience in mind for quick trips, Citi Bike is a fun and affordable way for people to travel around their neighborhoods.

### THE CHALLENGE:

In 2018, Citi Bike was growing fast and wanted to expand its customer base into all five boroughs of New York City. Although they knew there was a demand for bike-sharing in the city, they lacked the strategy to get single-riders to become annual Citi Bike members.

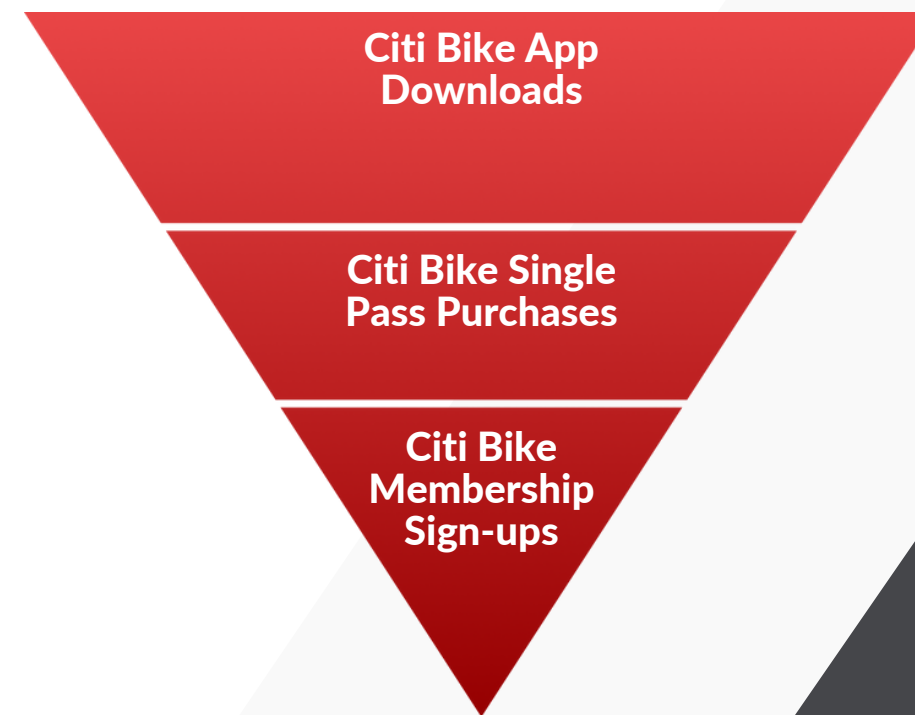
Citi Bike needed the strategy to market their product in extended regions of the city, as well as improved remarketing methods to get single riders to become annual subscribers and improve retention. Citi Bike wanted to expand its client base to new areas of NYC and improve customer retention by getting single-riders to become annual members, but couldn't do it alone.

### THE SOLUTION:

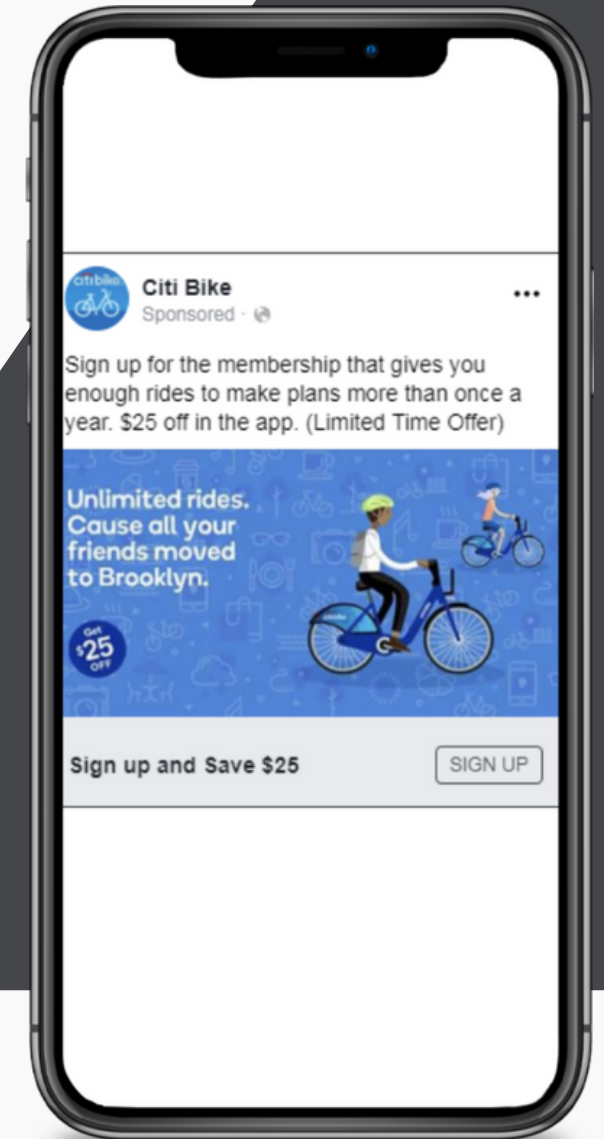
Ajax Union built Citi Bike a comprehensive social media and customer acquisition growth funnel that was designed to reach their new target areas and improve customer retention.

After utilizing their customer data, Ajax Union strategized a funnel that drew users to purchase a single-day pass, then a 3-day pass, then to buy annual memberships. By using list segmentation in combination with Facebook and Instagram ads, we were able to expand their customer base and successfully upsell their current customers into purchasing year-long passes.

### SOCIAL MEDIA FUNNEL CREATED



AD CREATED



In the first 90 days of our engagement, Citibike saw a 28:1 Return on Ad Spend!

**552**

Memberships

**28:1**

Return on Ad spend

**\$91,080**

Made after spending \$3,250

Need help generating real results for your B2C company?

Book a strategy session with a team member to talk about how we can help you generate leads and revenue with your marketing.

**YES, I WANT TO GENERATE LEADS**