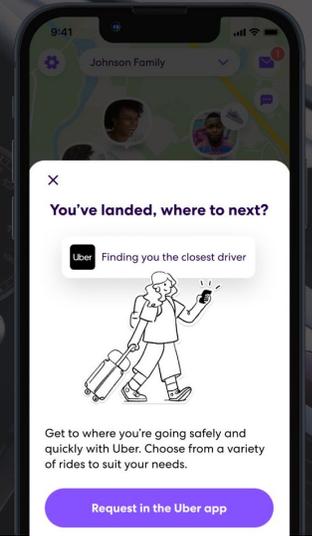


CASE STUDY

Uber Partners with Life360 to Capture Airport Travelers



CHALLENGE

Capturing rideshare demand at the exact moment travelers land at an airport.



PROPOSITION

A highly engaged audience with always-on location tracking, allowing for precise targeting of users arriving at airports.



GOAL

Enhance the traveler experience by providing timely ride options upon landing.

BACKGROUND & OBJECTIVES

Uber partnered with Life360 to capture airport travelers by leveraging real-time notifications at airports across the US.

Over the course of four months, Life360 sent over 30M notifications to users who had just landed, prompting them to book an Uber ride.

By reaching travelers at the exact moment of need, the campaign resulted in 57,445 rides booked, demonstrating the power of context-aware, location-based messaging in driving consumer action.

THE SOLUTION: LANDING NOTIFICATIONS

How it Worked

Life360 identified when a user had just landed at a U.S. airport.

A push notification was immediately sent, prompting them to book an Uber.

Clicking the notification led users to Uber for a seamless booking experience.

Future opportunities & Scalability

- Targeting users before departure (predictive).
- Event-based notifications (e.g., stadiums, concerts, conferences).
- Enhancing the post-trip experience (e.g., hotel & restaurant offers).

KEY LEARNINGS & TAKEAWAYS

- **Life360's Always-On Location data provides continuity of signal** for precise, real-time targeting based on user behavior.
- **High-Value, Travel-Savvy Audience** – Life360's affluent, iPhone-heavy user base aligns perfectly with brands targeting frequent travelers and high-disposable-income consumers, making it an ideal platform for premium services like rideshare, hospitality, and travel.

RESULTS & ENGAGEMENT INSIGHTS

32M

notifications sent

57k

rides booked through Life360 notifications

5k

app installs

12%

CTR on notification