How Freenow by Lyft Improved UA Efficiency by 19% Without Increasing Spend

freenow by **lyft**
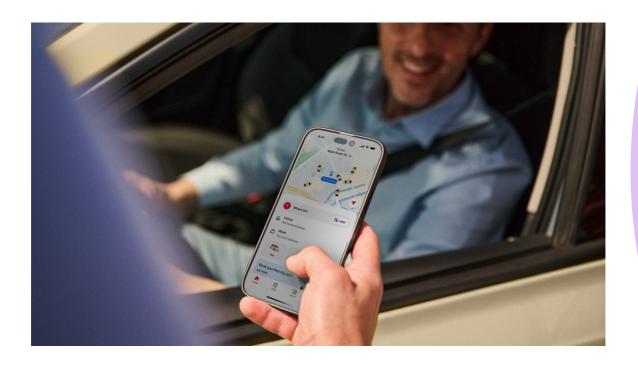
Value Unlocked

1 19% decrease in Cost per New Active user

2 Outperformed YoY and internal performance benchmarks

3 Clarity across Online & Offline channel impact

Introduction

Freenow by Lyft is a European taxi app featuring broad multi-mobility options, including on-demand access to taxis, e-scooters, and car-sharing services across major cities. With scale already achieved in core markets, Freenow by Lyft turned to INCRMNTAL to help identify where further budget growth was still driving incremental value, and where spend was being wasted.

Challenge

Freenow by Lyft had the goal to increase new active users across one of their top markets. The company wanted to understand the incrementality of their paid media, and identify the optimal spend level by channel and month, in order to reduce spend inefficiencies. Freenow by Lyft had a very advanced internal modeling and incrementality testing expertise, but they were lacking immediate ways of identifying diminishing returns or seasonal fluctuations clearly enough to guide budget decisions. So they turned to INCRMNTAL.
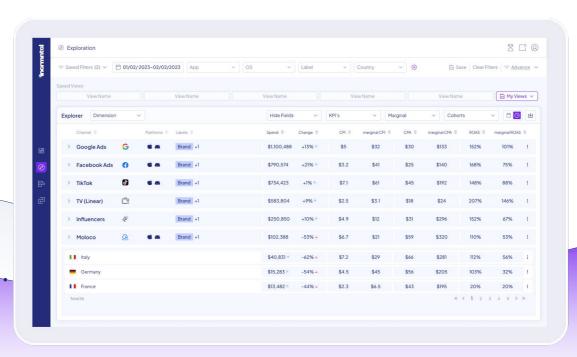
Solution

Freenow by Lyft integrated INCRMNTAL's measurement platform to gain real-time incrementality insights across all channels.

Using campaign level incremnetal & marginal performance data, Freenow by Lyft reallocated budgets within their key market, optimizing the market's performance solely according to INCRMNTAL's recommendations for a full month.

> INCRMNTAL enabled us to move beyond last touch attribution and truly understand which channels drive incremental value for our business. Unlike traditional geo based incrementality tests, which were time intensive and offered limited insights, INCRMNTAL provides weekly optimisation opportunities, campaign level insights and clear visibility into the incremental impact of our media spend and channel distribution.

Ara Salbashian
Head of Digital Marketing at Freenow by Lyft

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CPA decreased 19%

An 8% reduction in total spend would typically lead to some improvement in Cost per New Active User – but in this case, the outcome far exceeded expectations. The 19% drop in cost per NAU signals a significantly more efficient allocation, well beyond what the spend reduction alone would explain.

This uplift wasn't just seasonal – it outperformed Freenow by Lyft's year-over-year trend for the same period across all key metrics, including 4–week and 8–week averages, as well as their internal normalized performance indicator: new active users as a share of total users.

The results validated not just the spend reallocation, but the broader strategic shift toward optimizing for incrementality over volume.

Ready to embrace the new paradigm of measurement?

Go ahead and book a demo with us.

Book a demo

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