

## SUCCESS STORY

### HOW ANYPARK DROVE REGISTRATIONS FOR ITS PREMIUM SERVICE WITH PRECISION TARGETING

AnyPark, a smart mobility and parking app, launched a campaign to drive interest in AnyPark+, their premium service, and successfully increased engagement and click-through rates.

#### OBJECTIVE

Drive more sign-ups for the premium service among unregistered users.

#### TARGETING STRATEGY

Identified and engaged users who hadn't yet registered for AnyPark+, prompting them during high-it has engagement moments with tailored suggestions.

#### THE HIGHLIGHTS

# 250 %

Average Click-Through Rate (CTR) Uplift

#### THE SOLUTION

Intent HQ's Edge AI is a technology that enables enterprises to surface 1000's of rich, new first-party data points about their customer base in a privacy-safe manner, backed by 39 patents.



Want to achieve

**250% average CTR uplift?**

[Click here to learn more about Intent Edge](#)