

CabFare Case Study:

From 0 to Hero:
\$20k recurring
revenue in four
months

Revolutionizing payments for drivers in Australia

CabFare is not just another payment solution—it's a game-changer for the taxi and limo industry in Australia. Imagine being a driver, having to rely on bulky, expensive payment terminals that break down, require paper receipts, and add extra costs.

They came into the market with a mobile app that solved all those problems. Launched in April 2024, it offered cab and limo drivers the ability to process payments through their phones with secure tap-to-pay functionality, eliminating the need for traditional terminals.


[Home](#)
[Tap to Pay](#)
[Resources](#)
[About](#)
[Sign In](#)

Fast. Simple. Secure.

Your phone

Download the quickest and easiest payment solution for taxi and limo drivers — no extra terminals or hardware needed. All you need is your smartphone.






Drive with confidence.

16+
Years

Supplying reliable taxi payments

5,000+
Drivers

Already use CabFare

\$700+
Million

Transactions processed



Simple, easy in-car payments.




Non-cash payment options

Accepts debit and credit cards, Apple



Digital receipts

No more paper receipts! Send digital taxi-compliant receipts with the details required straight from your smartphone.

OUR CORE STRATEGY

Building trust and driving adoption

We knew from experience that to succeed in this market, we had to be strategic. Our plan revolved around a multi-channel approach:



Meta Ads Campaigns

We launched highly targeted ads on Meta, using a mix of video and static formats to capture attention. Early results showed that video content, combined with a clear message, performed better.



Email Outreach

We developed personalized email campaigns, targeting both individual drivers and fleet owners. By addressing their pain points and presenting Cabfare as the simpler, more efficient option, we encouraged sign-ups.



OUR CORE STRATEGY

Building trust and driving adoption



Onboarding Optimization

A critical part of our strategy was improving the app's onboarding process. We simplified it, ensuring that drivers could start using the app quickly without unnecessary hurdles.



Nurture Campaign

Finally, we created a nurture funnel through WhatsApp and email, re-engaging users and ensuring they completed the onboarding process.

CabFare

| Funnel Report

Select date range

Driver created Date Range

email

Activated

Onboarded

Sign-ups

Sign Ups
369

Driver Created

email
263

Activated

email
204

Onboarded

email
142

email	first_name	last_name	UserCreateDate (...)	Latest (Dat...	Trans Last 7 D...	TotalAmo...	# Trans
1. andrewstuch@gmail.com	Andrew	Stuchbery	Apr 26, 2024	Oct 10, 2024	true	\$16,021.17	136
2. jagjitpal8@gmail.com	Jagjit Pal	Singh	Oct 3, 2024	Oct 10, 2024	true	\$157.04	3
3. zahoorahmed1@gmail.c...	Zahoor	Almad	Aug 7, 2024	Oct 10, 2024	true	\$227.21	9
4. colindawson1767@gmail.c...	Colin	Dawson	Mar 29, 2024	Oct 10, 2024	true	\$66,013.15	1734
5. gurjits@gmail.com	Gurjati	Singh	Aug 11, 2024	Oct 10, 2024	true	\$4,998.25	113
6. susanne.watson@hotmail...	Susanne	Watson	Jun 17, 2024	Oct 9, 2024	true	\$321.92	7
7. jayveer@gmail.com	Jatinderpal S...	Harza	Jun 15, 2024	Oct 9, 2024	true	\$26.25	3
8. mezae19117@gmail.com	Arif Ullah Bag	Mitza	Jul 10, 2024	Oct 9, 2024	true	\$356.44	6
9. touqeer151@gmail.com	Touqeer	Islam	Jun 24, 2024	Oct 9, 2024	true	\$1,644.43	33
10. lovegonyay79@gmail.com	Love	Gonyaya	Oct 3, 2024	Oct 9, 2024	true	\$65.98	2
11. george.trean@gmail.com	George	Teasle	Aug 29, 2024	Oct 9, 2024	true	\$7,465.08	64
12. yashdewar1@gmail.com	Yashender	Singh	Jun 7, 2024	Oct 9, 2024	true	\$99.09	9
13. alimb27@gmail.com	All	Itean	Aug 29, 2024	Oct 8, 2024	true	\$99.05	10

1 - 100 / 263

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Part 3 | Value Propositions by Persona

Value Proposition Overview

	Quick & Easy One-Tap Payments	Option 1: Reliable when you need it Option 2: Reliability after Every Ride	Accurate Payouts for Peace of Mind
Blurb	Say goodbye to physical payment terminals that sometimes don't work and hello to CabFare Tap to Pay—your new best mate on the road. It's all about making life easier. Just one tap on your smartphone, and bam, payments are done. No more juggling multiple terminals, or messing with paper receipts and tangled charging cables. This app keeps track of your earnings and rides automatically, so you can keep your eyes on the road instead of the paperwork. Plus, it's free to try with no lock-in contracts. Simple, fast, and smart—that's how we roll.	Driving a limo or a taxi is tough enough without worrying about your payment terminal. With CabFare Tap to Pay, reliability comes standard. It's like the dependable co-pilot you never had. Get a simple and reliable payment method that's just an app on your smartphone. Built to handle every fare without a hitch, with reliability baked right in, so you won't have to sweat the small stuff. Receipts are sorted with all the right tax details, like your plate and license number, so you can just focus on driving and earning.	Get your money right, on time, every time with CabFare Tap to Pay. We're talking about accurate and reliable payouts—because we know how important it is to get paid without a fuss. No deductions, no surprises. Just the peace of mind that comes from knowing your earnings are where they should be. You can even keep track of what you've earned with a quick glance at the app. With CabFare, you drive, you earn, and we make sure you get your money smooth and speedy.
Reasons to Believe (RTBs)	- All in one, quick & easy payment system - Monitor earnings & trip history - Free to try - it's just an app - No multiple terminals to manage - No paper receipts, charging cables, etc.	- It's reliable, in-app - it never dies - Taxi-compliant receipts - Super fast transactions for fast passenger drop-offs	- Reliable & accurate payouts - Peace of mind - your money is safe - Accurate payouts - always can see earnings in the app or online - No deductions, no surprises
Why Choose CabFare Tap to Pay?	- Quick & Easy One-Tap Payments - Simple tax payments on your phone - Monitor earnings and trip history - Try for free, no contracts needed	- Reliable When You Need It - Dependable taxi payments on your phone - Taxi-compliant digital receipts - Super-fast taxi transactions	- Accurate Payouts for Peace of Mind - Reliable and accurate payouts - No deductions and no surprises - Real-time earnings monitoring in app or online

OUTCOMES

Turning strategy into success

The combination of precise targeting, clear messaging, and user-focused onboarding was the key to Cabfare's success.

The results speak for themselves. In just four months:

- ✓ **417 app installs:** Starting from zero, we successfully drove over 410 installs, surpassing our original expectations and building strong momentum for the app.
- ✓ **106 installs in July alone:** By optimizing our Meta ads, we increased installs by 320% from June to July.
- ✓ **50 active drivers:** Thanks to our email outreach and onboarding improvements, we converted 50 active drivers.
- ✓ **\$20,000 in recurring revenue:** Drivers using the app generated significant recurring revenue, helping CabFare grow their business.
- ✓ **30% conversion improvement:** Retargeting and nurture campaigns helped us re-engage leads, resulting in a 30% lift in conversions.

CabFare

Same Look.
Faster Payments.

Get a 2% bonus on all transactions in July. [Install now](#)

Ads	Reach	Results	Amount spent
PR - App promotion > 16 ad sets > 45 ads Jun 20 App Installs ID: 120210273370470483	97,331 Reach	417 Mobile App Installs	\$10,899.59 Amount spent

Driving Growth with Emails & Optimized Onboarding

1

Email Outreach Success

Generated 50 app sign-ups through personalized outbound email campaigns aimed at both individual drivers and fleet owners.

2

Onboarding Optimization

Streamlined the app's onboarding process to reduce drop-offs, resulting in a higher conversion rate and 50 active drivers.

3

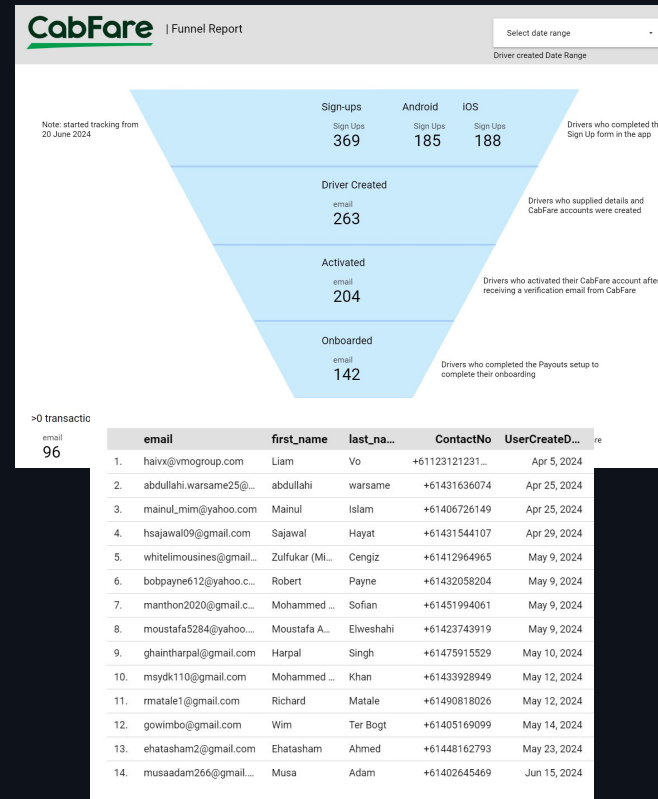
Nurture Campaign Results

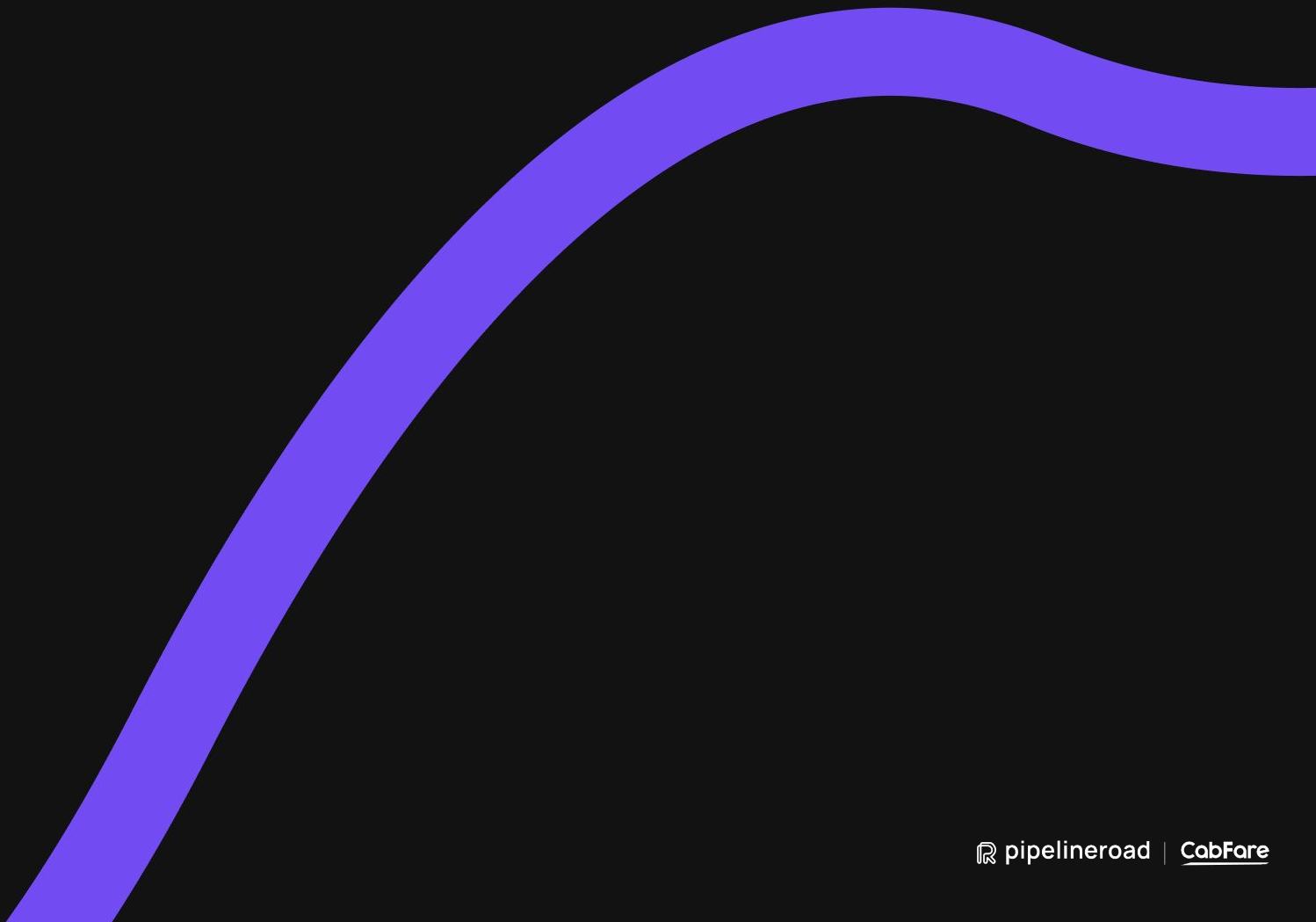
Implemented a 5-stage nurture funnel via WhatsApp and email marketing, driving a 30% increase in overall app conversions.

4

Lead Generation Through Social Proof

Generated 5 customer testimonials that were repurposed for ads, adding credibility and driving new sign-ups.





Thank You