

LYFT · RIDESHARE ACQUISITION

24,000+ New Riders & Drivers Generated for Lyft

Highly targeted Google Ads by cities to attract riders and drivers during early growth stages (2017–2018)

24,388

New Riders & Drivers

\$0.88

Cost Per User

20%

Conversion Rate

\$21.6K

Ad Spend Managed

Overview

Client: Lyft — rideshare and mobility platform, United States
Product: On-demand rideshare app connecting riders with drivers
Channels: Meta, Google, and programmatic acquisition campaigns

Outcome: MarketKing generated 24,388 new users under \$1 cost per user via highly targeted local Google Ads campaigns.

The Problem

Before MarketKing, Lyft faced the same issues as most high-volume apps.
Rising cost per user was spiraling out of control.

\$

Rising cost per user

Cost per new rider and driver kept climbing, with no clear way to control it.

Tracking gaps

Impossible to see which campaigns actually delivered real users versus empty clicks.

No visibility into targets

Random ad spend with no clear strategy or target across channels.

Low-intent traffic

Clicks flooding in but failing to convert into active riders or drivers.

Lyft didn't have a demand issue. They had a scalability issue.

What We Did

MarketKing rebuilt Lyft's acquisition engine from the ground up.

A frictionless path from click to install to activation — built so users don't drop off.

PAID MEDIA

Unified Acquisition Ecosystem

Meta, Google, and programmatic ads into one acquisition engine.

CREATIVE

Conversion-Focused Creatives

High-converting creatives built to cut through ad fatigue.

TRACKING

Full-Funnel Tracking

Every click, install, and activation tracked from click to conversion.

AUDIENCE

Predictive User Acquisition

Forecasted high-intent users to cut wasted ad spend.

MEDIA STRATEGY

Continuous Growth Optimization

Weekly sprints to grow volume without growing cost.

RESULT

What the numbers look like now

COST PER USER

\$0.88

Blended cost per acquired user across all riders and drivers

NEW USERS ADDED

24,388

New riders & drivers added to the platform

CONVERSION RATE

20%

Consistent click-to-activation rate across campaigns

DAILY VOLUME

Stable

Zero spikes or drop-offs, predictable day to day

What Changed

From:

- Rising cost per user with no control
- Budget wasted on low-intent traffic
- No visibility into which campaigns worked
- Random ad spend with no clear target

To:

- \$0.88 cost per user — stable and controlled
- Stable, predictable growth through targeted Google Ads
- Full-funnel tracking on every click and install
- 24,388 new users — scalable, controlled growth

Wanna be our next success story?

- Book a Complimentary Growth Audit — we'll show you exactly where your marketing is leaking revenue
- Get a clear map of what's broken, what's missing, and how to fix it
- Walk away with a step-by-step growth plan — whether you work with us or not

\$0.88
Cost per user

24,388
New riders & drivers added

Contact Us →

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