

Scoop and LinkedIn partner to grow program 120%

Introduction

In the fall of 2016, LinkedIn partnered with Scoop to provide their employees with a convenient and enjoyable way to carpool to work. Shortly after launch, LinkedIn's transportation team began receiving positive feedback from enthusiastic Carpoolers whose commuting experience had been dramatically improved by Scoop's Managed Carpool Program. Within the first year, carpooling with Scoop had become a core tenant of RideIn, LinkedIn's transportation program.

As the program continued to expand across LinkedIn's employee population, Scoop and LinkedIn's transportation teams dug into the data to understand how best to continue driving program growth and impact.

One area of focus was increasing active Scoop users at a specific building with high parking demand. The RideIn team partnered with Scoop's Customer Success and Marketing teams to build out an employee engagement plan that specifically targeted employees working in this building.

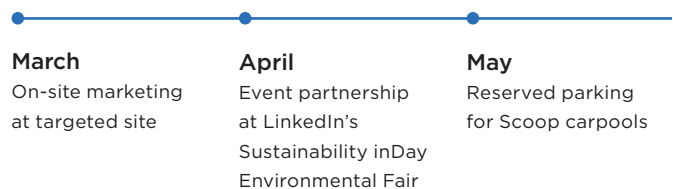
The goal of this plan was to further engage the employees at this specific site. With an increase in the number of employees carpooling with Scoop to get to work, parking congestion at the site would be alleviated. In turn, this would ultimately reduce LinkedIn's broader SOV trips and improve the parking experience for those who have to drive to get to work.

Plan

The objective of the employee engagement program was two-fold:

- 1 Engage and inform employees specific to that building
- 2 Increase the overall Scoop footprint — and therefore impact — at LinkedIn

With extensive research on carpool trip data, current performance, and employee demographics, LinkedIn and Scoop collaborated to produce a comprehensive employee engagement program that consisted of three events leveraging a range of tactics, from March 2018 to May 2018.



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Scoop is the largest enterprise carpooling solution in the U.S., facilitating more than 4M carpool trips to date. With innovative mobile technology and on-site marketing, Scoop helps employees embrace carpooling in their day-to-day lives, ultimately leading to more enjoyable and efficient commutes.



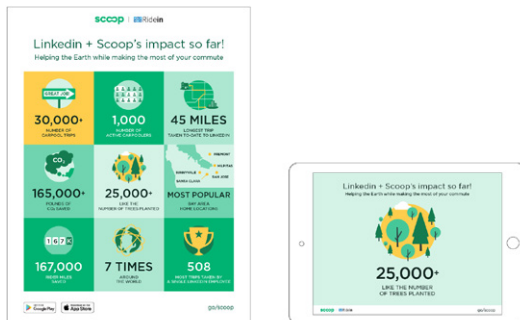
March



On-site marketing at targeted site

The first employee engagement event was tailored specifically to reach employees at a heavily-trafficked building where registration rates were noticeably lower than other buildings on campus. Scoop’s street team worked with the Rideln team to host a tabling activation. The combined team engaged directly with potential carpoolers to inform them about the benefits of using Scoop. Immediately prior to the event, LinkedIn promoted Scoop through email communications to the employees of that building that incentivized them to visit the Scoop table. In total, the team spent a full day evangelizing the Scoop message and speaking with more than 100 people.

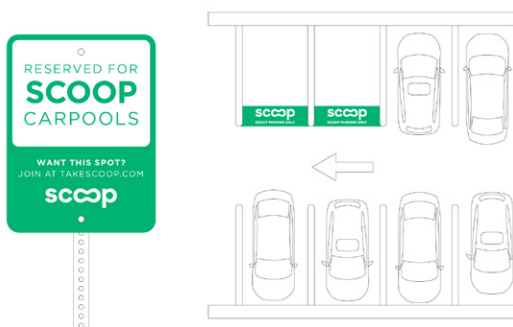
April



Event partnership at LinkedIn's Sustainability inDay Environmental Fair

In April, LinkedIn offered to host the Scoop Outreach Crew at the Sustainability InDay Environmental Fair. Leveraging data on Scoop’s impact on CO₂ emissions and SOV trips, the Scoop team produced digital and physical collateral that conveyed a message of sustainability. During the event, they spoke with more than 100 employees, many of whom had not considered Scoop before, and were able to welcome more carpoolers to the Scoop Community.

May



Reserved parking for Scoop Carpools

In May, Scoop & LinkedIn focused on physical signage in the form of Scoop-dedicated parking lot signs. To drive awareness and adoption of the program, LinkedIn chose three prime parking lot spots at the entrance of the building and marked them as “reserved for Scoop Carpoolers”, by installing Scoop-branded carpool signs. The LinkedIn team promoted these special spots through digital signage and a targeted email campaign to help raise awareness within the building.

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Building Impact

120%

YOY: 120% increase in registered users from May 17 to May 18 (exceeded penetration goals of registered Scoop users at targeted building).

100%

This removed a significant number of cars from the parking lot on a daily basis — enough to accommodate all employees trying to park.

30%

30% increase in Scoop monthly active users from February 18 to May 18.

20%

20% increase in daily carpool trips.

Total Program Impact

Scoop and LinkedIn's targeted employee engagement plan was successful in reaching both existing and new Carpoolers. With two events focused on reaching the employees at the specific building, Scoop freed up enough parking spaces in LinkedIn's parking lot to accommodate all employees.

80+

Daily average cars out of the parking lot across the three months of tabling.

91%

YOY: 91% increase in registered users from May 17- May 18.

21%

Increased daily carpool trips by 21%.



Mike Alba Head of Global Transportation at LinkedIn

"We're happy to see the results of our joint marketing efforts with the Scoop team. We worked closely with the Scoop Outreach Crew to devise the plan and supported their efforts by optimizing logistics and sharing communications through our internal channels. This effort has helped us improve the parking utilization in our building, increase adoption of the Scoop program, and continue to provide an excellent commute experience for employees."



Rob Sadow Co-Founder and CEO at Scoop

"We're honored to partner with LinkedIn, who has proven that when you have a dedicated, forward-thinking partner, the results we can achieve together are extraordinary. We're thrilled to continue working with the team to contribute to our shared employee experience goals, ultimately helping make commuting more enjoyable and efficient for LinkedIn employees."

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