



25%

Basic Details To Account Opens

Campaign Objective

To drive maximum account openings with the maximum users successfully completing their E-KYC.

Challenge

Angel One was expecting good trading activity from the account opens with a good retention rate at the CRM level.

Our Approach

The tracking of trades was not realtime through Appsflyer, instead the bifurcation was shared offline via their CRM data. The campaign required some extra manual effort in terms of reporting with client to scale the campaign but we were able to do it.



1,459,497
Installs

26,125
Account Opens

Campaign Outcome

0.92%
CR

1.79%
EVR

About Axponent

Axponent is a digital marketing company helping brands to acquire real users and boost their performance by offering it's wide range of services.