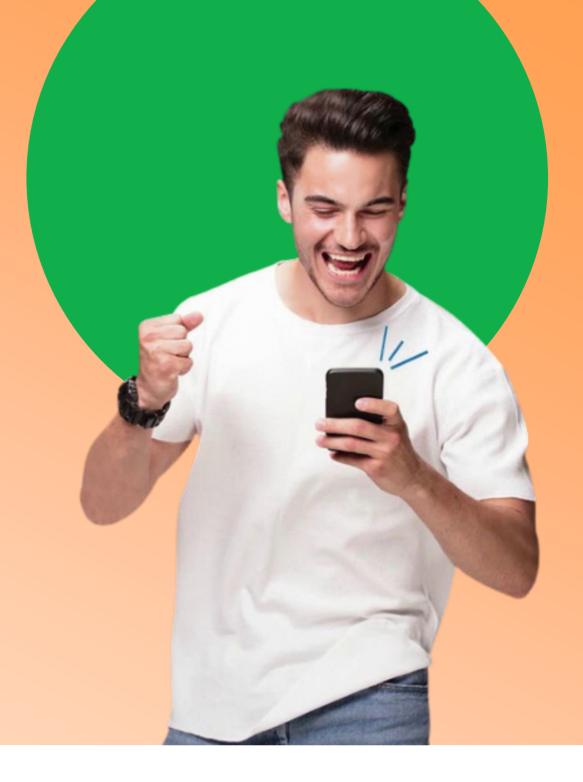


**Angel**One





## **Campaign Objective**

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

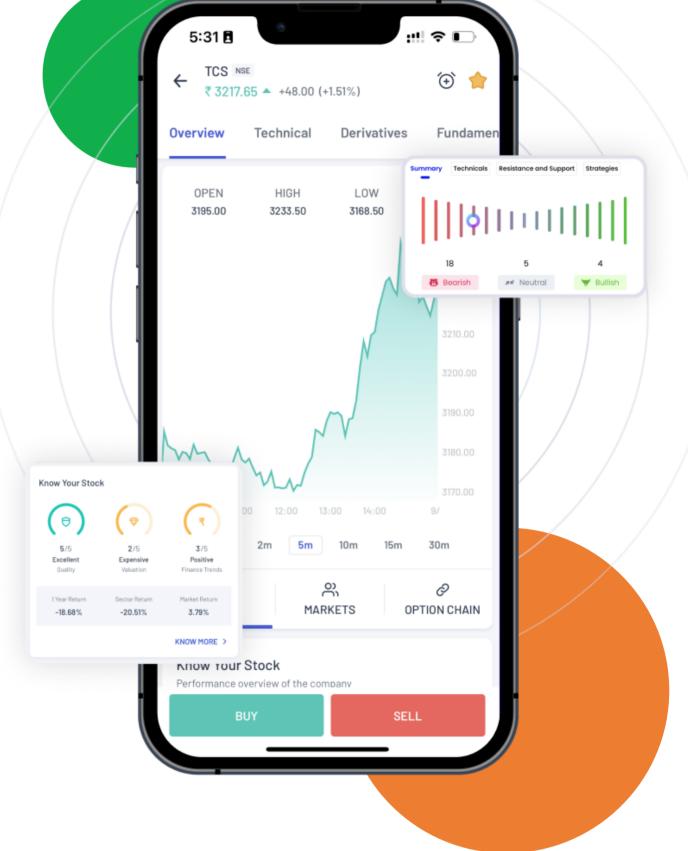




Angel One was expecting good trading activity from the account opens with a good retention rate at the CRM level.

## **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.









## **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.

info@axponent.com | www.axponent.com