

AXPONENT

BYBIT

4k+ Increase In Trading Users



Campaign Objective

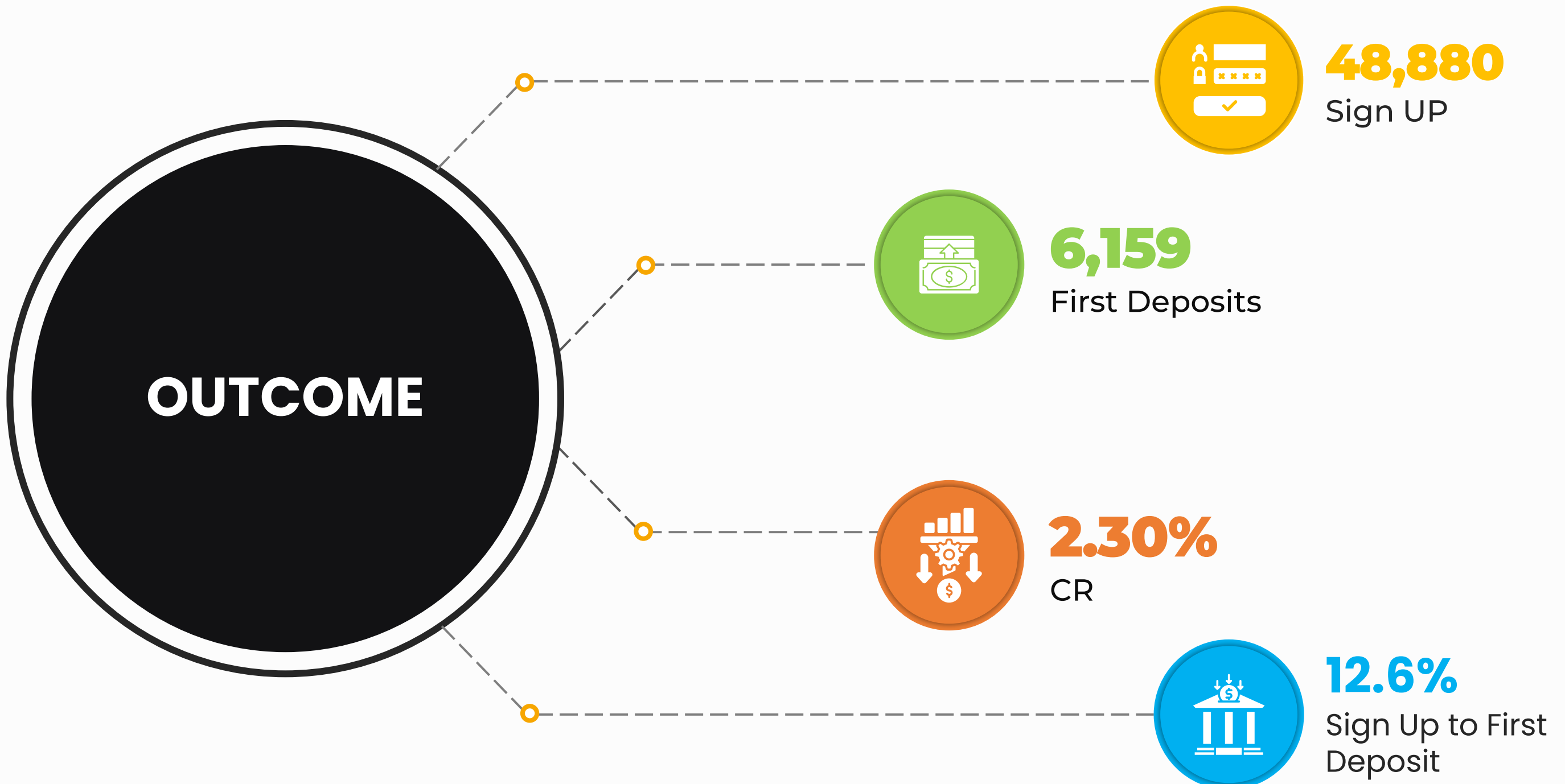
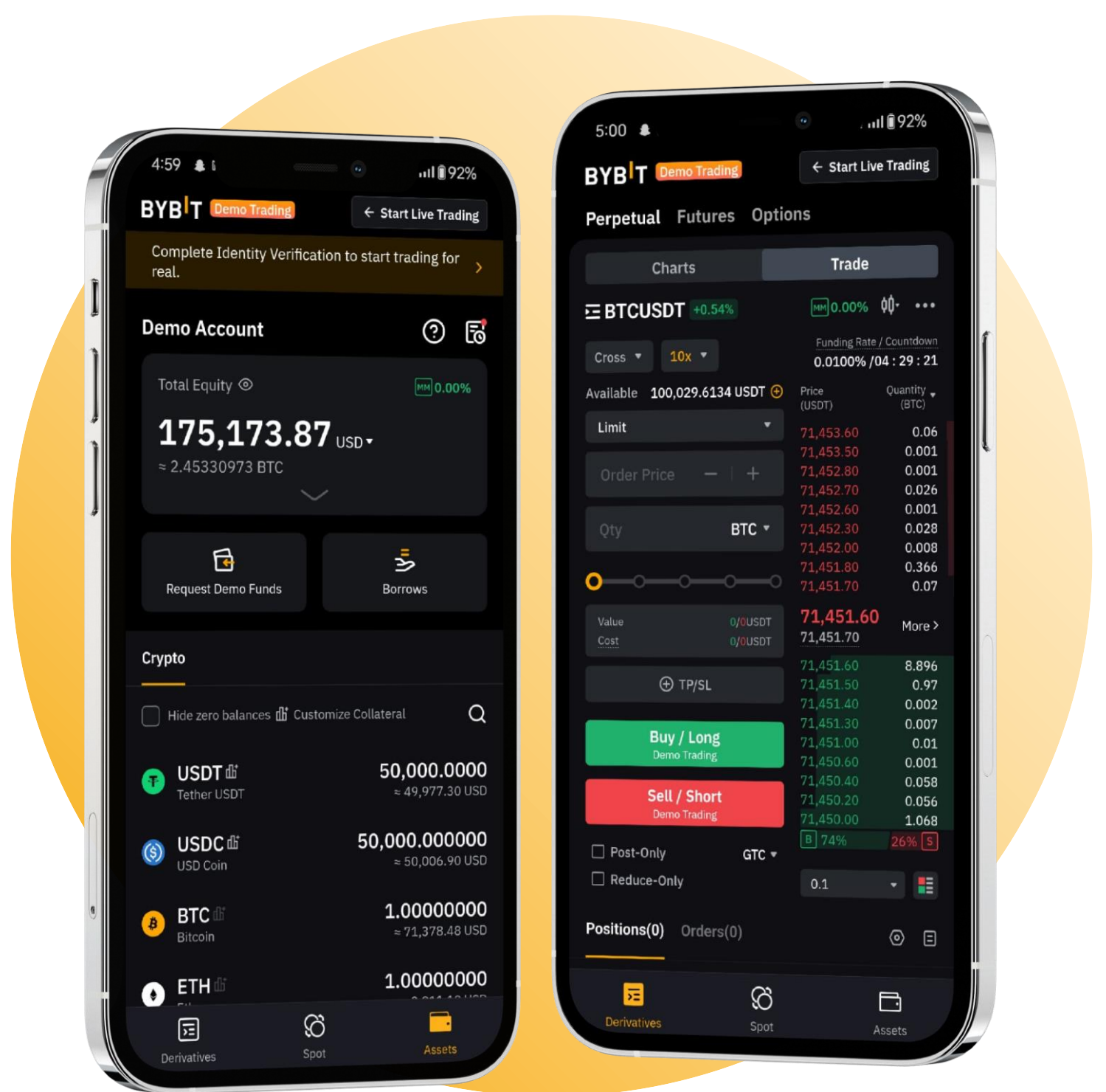
To drive maximum users who make first deposit & trade after kyc.

Challenge

The client here wanted to see high number first deposit users & traders with minimal fraud activity who were trying to game the system.

Our Approach

While we were able to scale the campaign for high number of first deposit users & traders we also came across some fraud users. These users activity was tracked at client's CRM only of which we didn't have access. With some manual to & fro for the fraud data, we were able to eliminate those sources and hit our goals.



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.