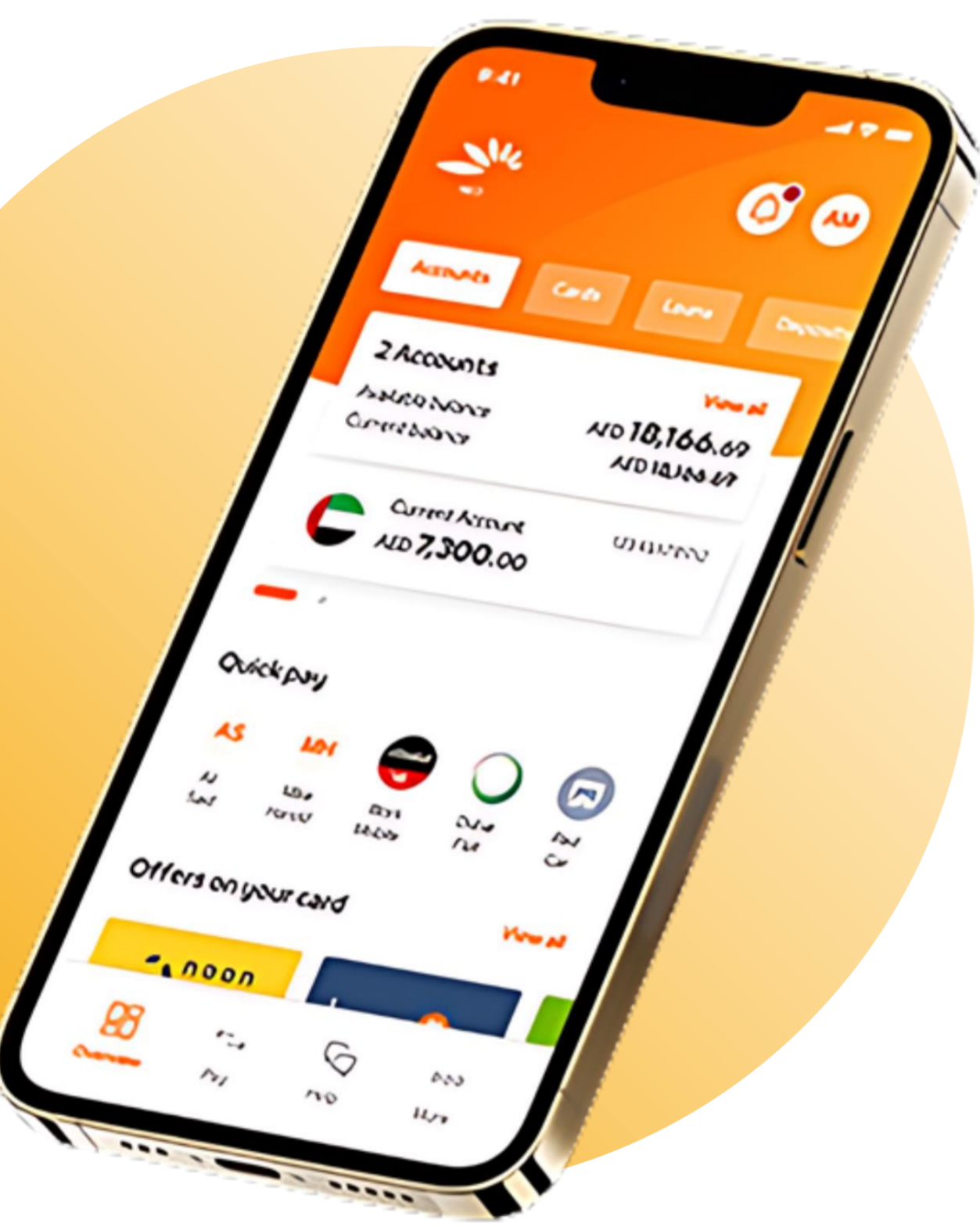




2X Increase in Account Opens

Campaign Objective

To drive maximum users who open their bank account.



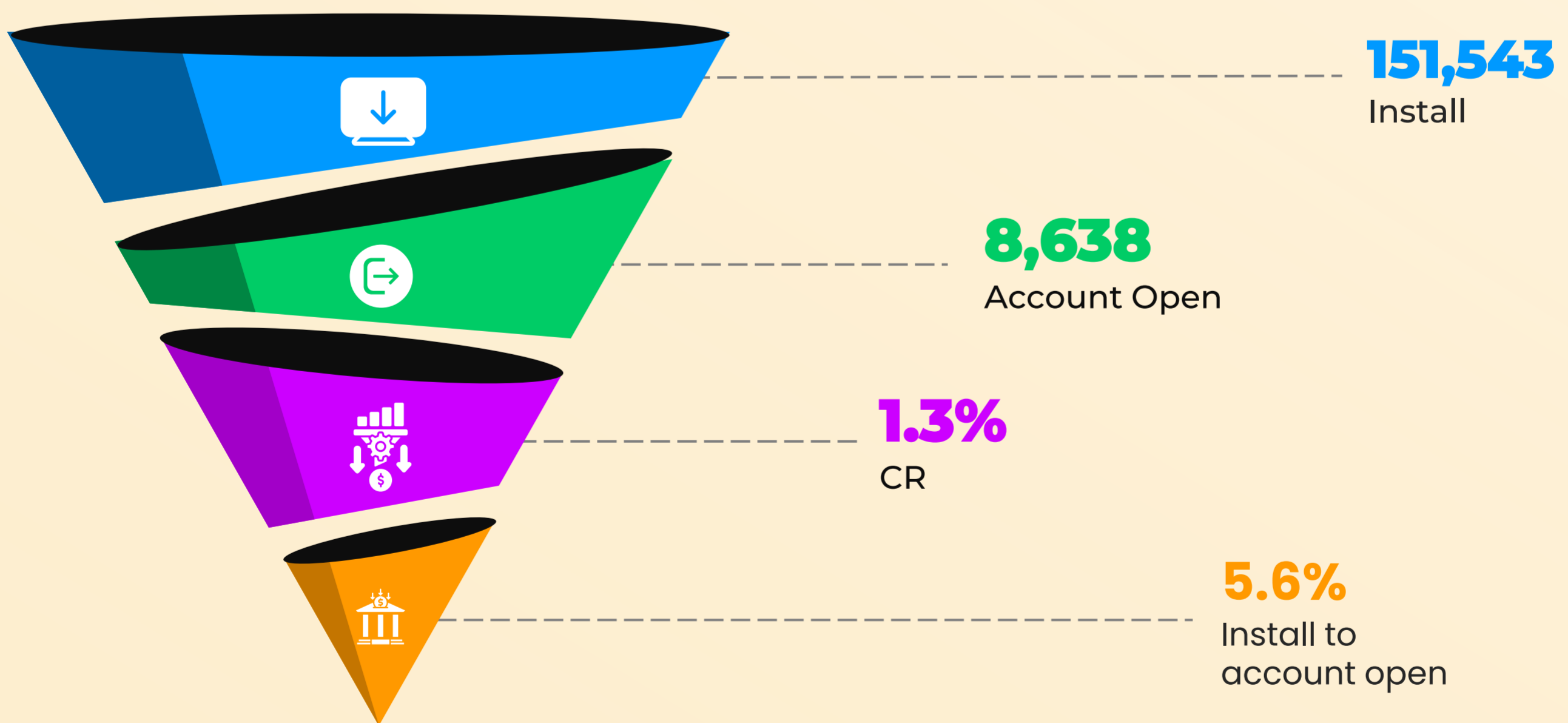
Challenge

The client here wanted to see good number of account opens with good CR & EVR.

Our Approach

We saw some sources resulting in good account opens but with a very poor EVR while some sources were delivering high EVR but less account opens. Ultimately we ran it keeping a balance between both to achieve our goal.

Campaign Outcome



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.