

Mobavenue's Multifaceted UA Campaign Soars RupeeRedee's Month-on-Month Growth

About RupeeRedee

RupeeRedee is a digital lending platform that provides accessible loans to individuals in India. Since its inception in 2018, the company has bridged the credit gap for the underserved population, using state-of-the-art technology and data sciences to provide fast and secure loans. Today, it is expanding its product offerings and empowering the Indian financial sector, creating a path toward a credit market that is inclusive and easily accessible.

Brand Objective

To navigate the challenging landscape of India's lending market, RupeeRedee sought to enhance its presence and attract new customers. The primary objective was to achieve a steady influx of quality installations while ensuring a consistent install-to-OTP and disbursal percentage. With increased lending requirements and market competition, RupeeRedee aimed to amplify its reach and establish a strong foothold in its target market.

Results in a Nutshell



Approx 2L
new installations



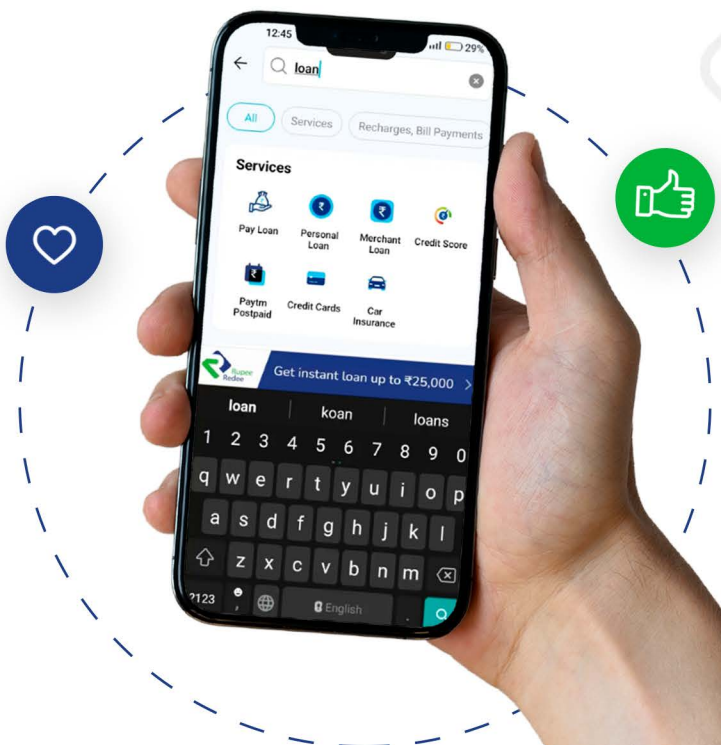
2 Million+ views
through influencer marketing



65% decrease
in fraud percentage



Approx 60 million
impressions & 2 lakh clicks on
interactive keyboard inventory



Campaign Strategy

● Surge Partners:

The UA campaign for RupeeRedee was initiated based on a CPI model. To effectively manage fraud, we implemented multiple optimization checks and closely monitored key metrics such as CTIT and site ID. These measures significantly allowed in minimizing ad fraud.

● Surge DSP(Programmatic):

Utilizing programmatic inventory enabled us to target quality users through the RTB model and optimize campaigns effectively. As a result, this propelled a significant increase of 98% in brand engagement at the beginning of Quarter 3, resulting in quality results.

● Influencer Marketing:

By leveraging the power of influencer marketing, we strategically collaborated with over 20 influencers to create compelling content. The brand's reach soared, exceeding **2 million+ views** in two months.

● Interactive keyboard:

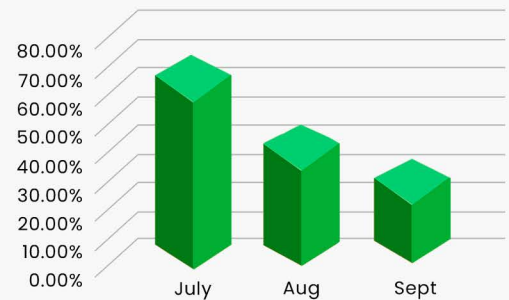
Setting RupeeRedee apart from its competitors, the interactive keyboard inventories allowed us to engage with a highly targeted audience, resulting in significant success in our user acquisition campaign.

Mobavenue helped boost the awareness and recall for the RupeeRedee app among relevant users by targeting relevant moments during their smartphone usage.

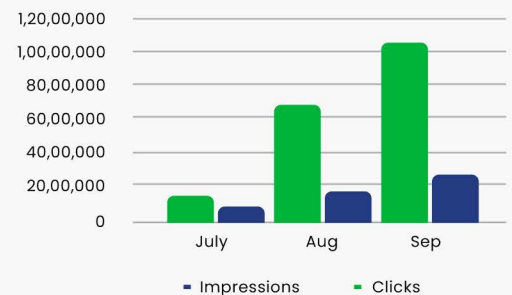
● Results

Employing a comprehensive multichannel strategy, we successfully facilitated over 200,000 new installations, diligently maintaining a low fraud percentage. Furthermore, our strategic efforts resulted in a remarkable increase of over 60 million impressions from our Keyboard inventory, generating an impressive 200,000+ clicks through the campaign.

Fraud % Dropped



Engagement Metrix- Surge DSP



60 Million+
Impressions



2L
Clicks

