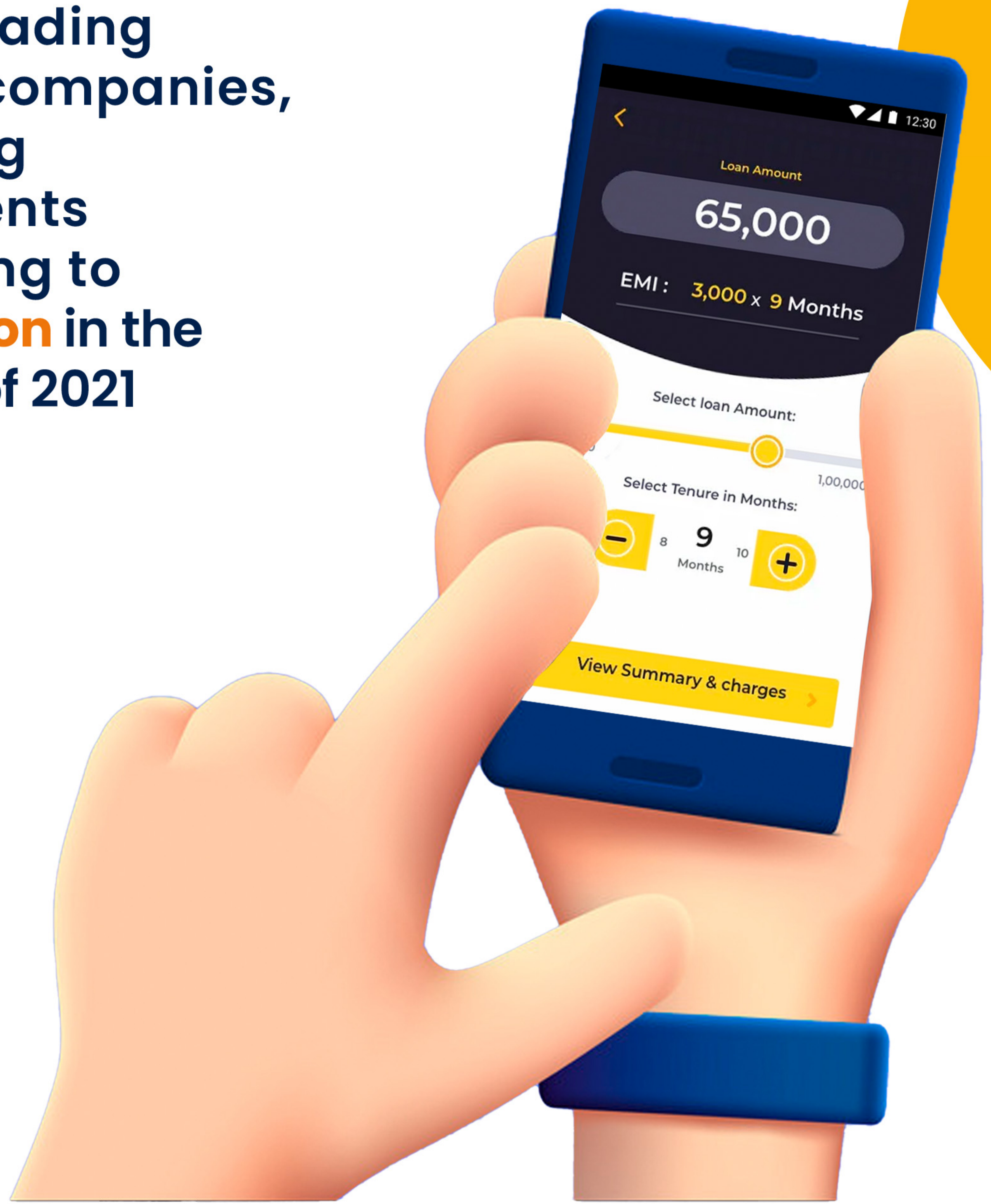


KreditBee Gets **11.5x ROAS**, Mobavenue Delivers **54% MoM** Growth with Improved Acquisition Modeling

KreditBee is one of India's leading FinTech companies, attracting investments amounting to **\$153 million** in the first half of 2021 alone.



Context

The company provides young professionals with instant personal loans by shortening the application, approvals, and disbursements, under 15 minutes.

KreditBee wanted to establish itself as India's fastest personal loan platform in the eyes of its target audience of millions of professionals.

Objective

KreditBee wanted to increase its reach and revenue by amplifying the registration rate and pushing for high card transactions and loan approval rates.

Solution

To meet the client's end goal of reaching **5,000+ registrations** per day and improve the number of loan approvals by the end of the quarter, the team implemented a CPI model from November 2021.

Mobavenue's in-house Surge DSP enabled the team to buy quality traffic at scale without friction. Our integrated fraud partners ensured high day-to-day performance, brand safety, and fraud optimization for KreditBee's campaign.

In addition to the new approach, we added Surge affiliate partners and alliances, promoting the campaign on OEM inventories. Mobavenue also strategized to bid high on direct apps to drive more traffic, which has gone a long way in making KreditBee a household name in the FinTech space.



“ Mobavenue's swift execution of campaigns has helped KreditBee reach its objectives faster and cost effectively. The team has been very agile in its execution support, which makes working with them a pleasant experience. We look forward to exploring more initiatives with Mobavenue to support our growth plans. ”

- Ishan Bose, CMO KreditBee



The Results for KreditBee

Over Three Months (Nov, Dec, Jan)



562,612
App Registrations



58,845
Cards/Loan Disbursement



16.15%
Average Install-to-Registration Ratio



₹40+ Crores
Total GMV



10%
Conversion Rate

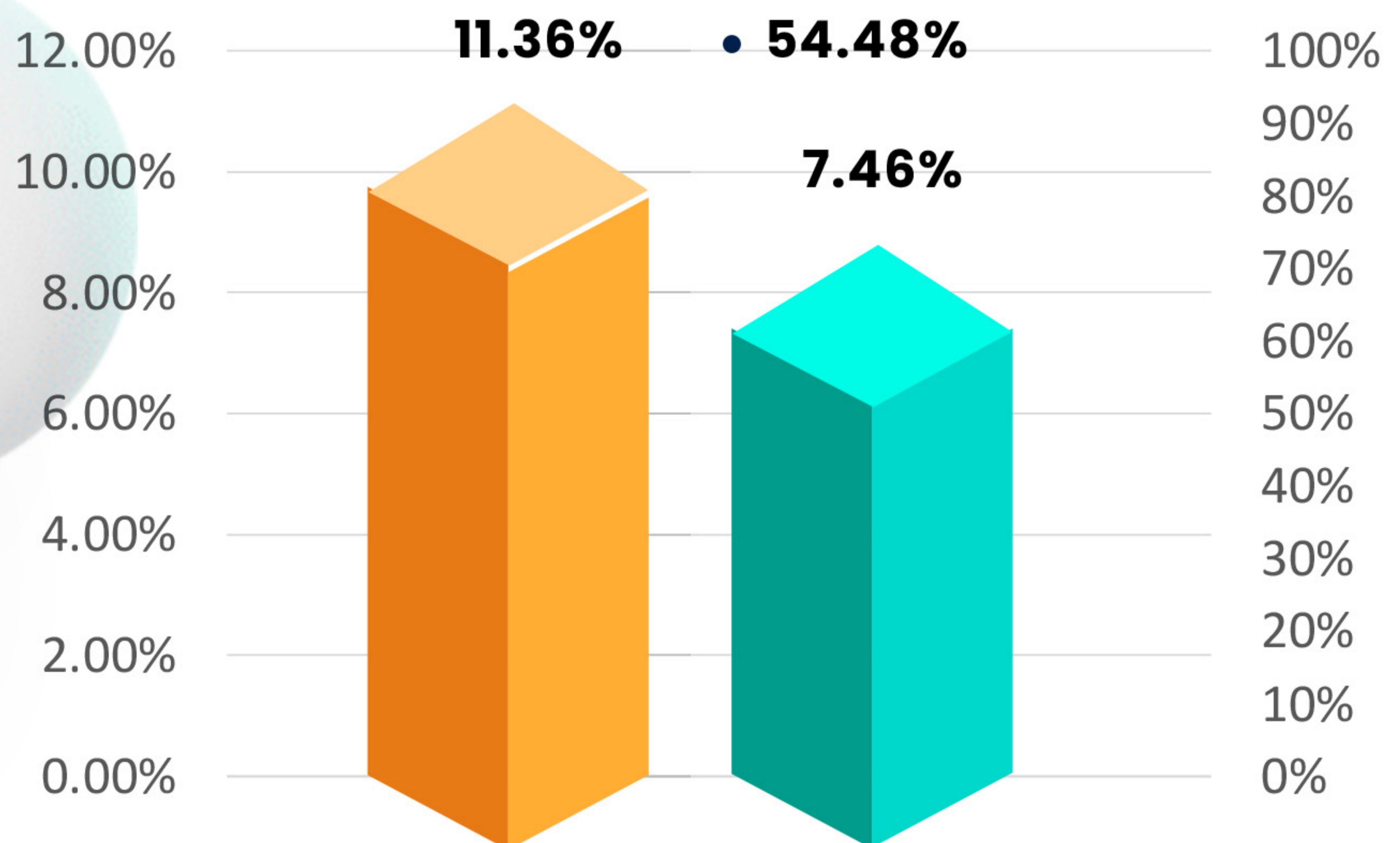


11.36x
Average ROAS

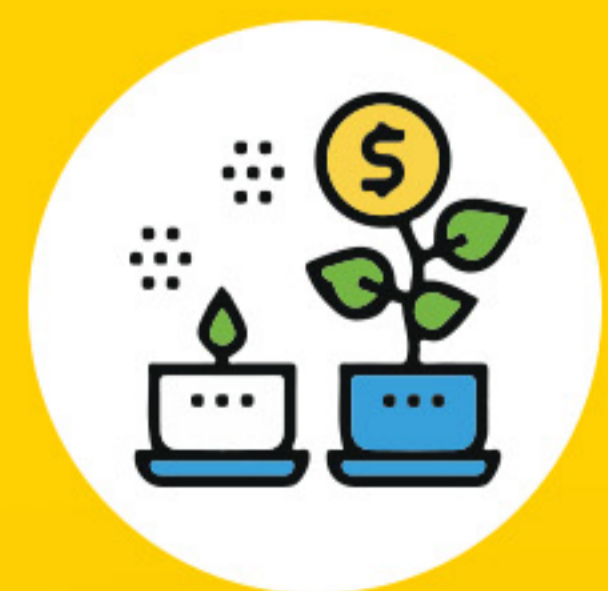
Mobavenue

Others

Mobavenue Quality Benchmark (Growth %)



Avg ROAS (Nov-Jan)



With our competitors struggling to maintain healthy **ROAS, averaging 7.46x ROAS over three months**, it's clear that our marketing strategy has proved highly effective for KreditBee's growth in the industry.



With the month-on-month **ROAS growth % averaging 54.48%** and our approach resulting in a **GMV of over ₹14 crores in January**, KreditBee continues to rely on Mobavenue's bleeding-edge marketing tactics to boost reach and revenue.