

# Mobavenue Contribute in PLUANG's Growth of TOP FUNNEL & LOW FUNNEL

Mobavenue Assist Pluang to Gain more than **400K Installs within 3 Months with Above 20% MoM** Improvement In Install Rates

PLUANG Monthly Registrations **Increase 7X After Partnering with Mobavenue**

## CONTEXT

PLUANG is an investment app based in Jakarta launched in 2019. The app made asset classes such as S&P 500, mutual funds, and cryptocurrencies accessible to the masses.

The PLUANG apps' design makes it possible for users to invest their funds in three taps. Additionally, the registration process takes two minutes, making its services extremely accessible.

The array of payment methods and zero transaction fees make it an enticing investment option in the Indonesian market.

## OBJECTIVE

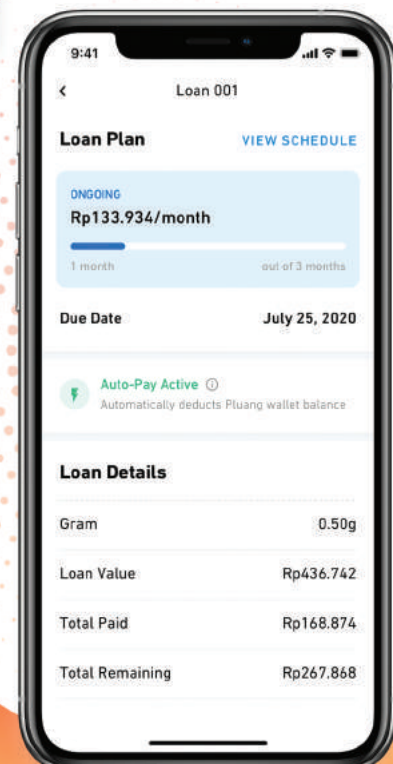
In our initial stages of working with PLUANG, the company had a requirement of increased installation and registration rates.

The Mobavenue team proposed a strategy that incorporated higher KPIs and a quantifiable boost in KYC rates coupled with improvement in CAC

## SOLUTION

The Mobavenue team implemented CPI and CPR campaigns in December 2021 to meet the client's initial KPI requirements. Our marketing strategy consistently increased installs and registrations month-on-month. PLUANG's installs saw an increase above 20% installs from month to month.

CPA model was suggested by Mobavenue and implemented from March 2022 with the goal of providing maximum online advertising exposure for the PLUANG app



## ACHIEVEMENT

### CPI CPR Model Results

Mobavenue is one of top 5 partners for Pluang Mobavenue work from 2021 with Pluang start with CPI model to CPR with good outcome

#### CPI Achievement :

Above  
**50k+ Installs**



Above  
**20% Install to Register**



**10k+**  
Registrations



CAC is almost  
**50% below the Maximum CAC Required**



#### CPR Achievement :

**100k+**  
Installs

Register to Purchase or Deposit is **above 20%**

Above  
**30k Registrations**

CAC is Almost  
**35% below the Maximum CAC Required**

### CPA Model Results

Mobavenue is the 1st partner who is able to run CPA model for Pluang and within a month Mobavenue success break the record with gain 1st purchase user above the expectation with maintaining good quality of CR %

#### CPA Achievement :

- 200k+ Installs**
- Above **30% Registration to KYC**
- 10k+ Registrations**
- More than **50% active users from KYC success**

### MODEL EVALUATION



### TESTIMONY

“ The Pluang and Mobavenue partnership has been a massive success. Both the teams have done an exceptional job meeting Pluang’s KPI requirements. We’re thrilled to meet the goal to provide maximum online advertising exposure to the Pluang app. ”

Anita Young, APAC-Sales Director,  
Mobavenue

### TESTIMONY

“ Mobavenue’s South East Asia team has made a sophisticated approach to online acquisition and gave us more confidence than we expected from a marketing counterpart for PLUANG. The output of the BAU campaigns exceeded our expectations, and the powerful CPA strategy resulted in impressive results that gave us an edge over our competitors in Indonesia. ”