

Case Study

Rummy Circle



RummyCircle.com

The Best Rummy Experience

CAMPAIGN GOALS

To acquire high-value users for the Rummy Circle APK by optimizing ad spend across targeted regions, ensuring adherence to performance benchmarks (CPA, ROI, ARPU), and maintaining compliance with traffic and content guidelines.

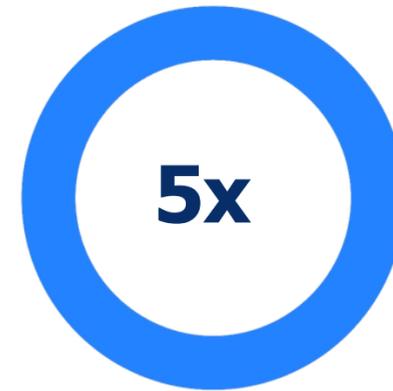
OUR APPROACH

We focused on data-driven targeting, dynamic bid adjustments, and fraud prevention to optimize performance. Prioritized high-ROI regions like Maharashtra, Karnataka, and Tamil Nadu, continuously refined campaigns using AppsFlyer insights, and ensured compliance with strict guidelines to meet KPIs efficiently.

Results



LEADS PER MONTH



CAMPAIGN SCALING OVER TIME

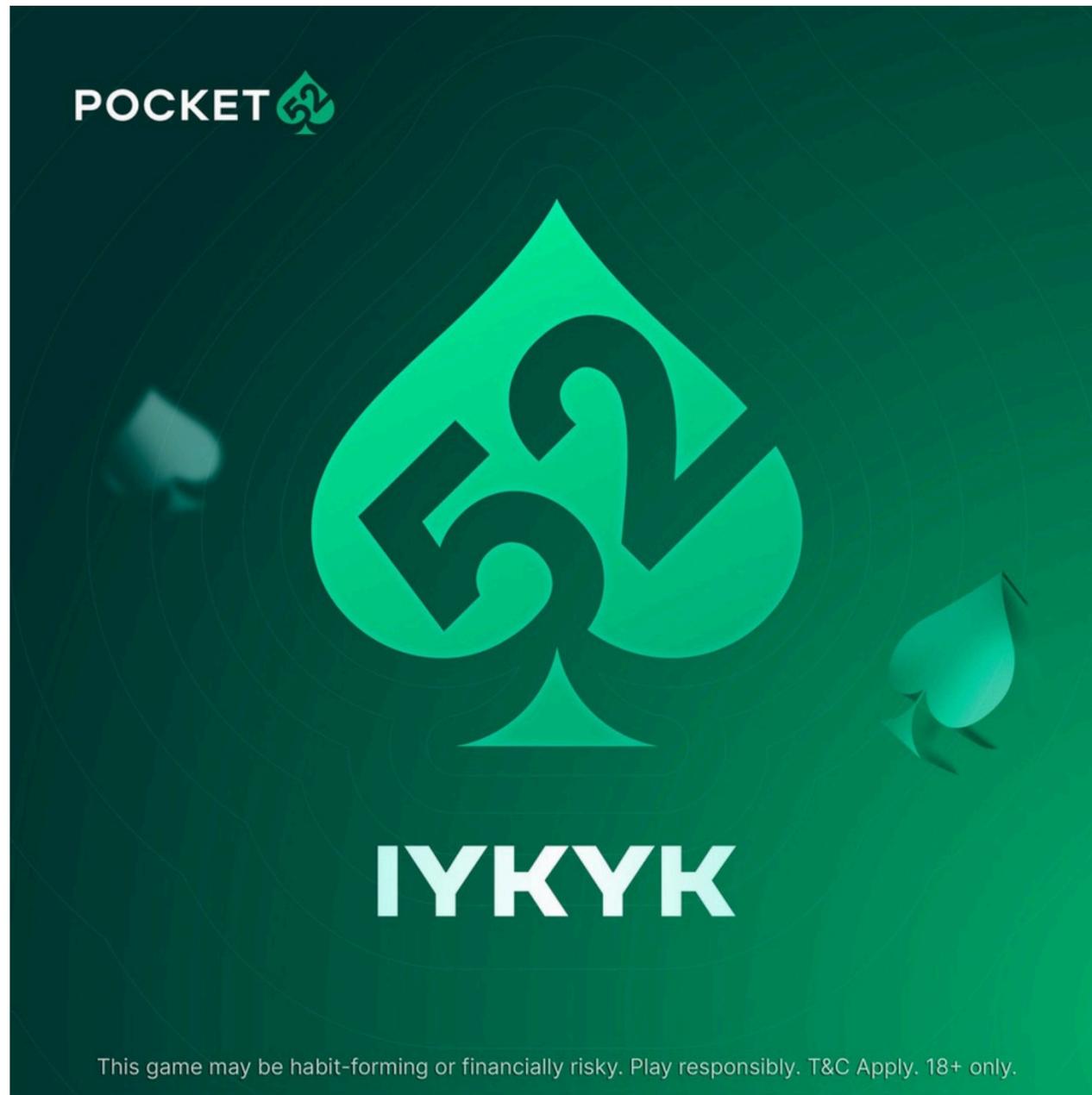


D7 ROI



Case Study

Pocket52



CAMPAIGN GOALS

To acquire users who will reach the end of the app conversion funnel – register in the app, play available virtual games and eventually convert into paying customers by making their FTD (first-time deposit) – with the D1 FTD (First-Time Deposit) Cost being a KPI

OUR APPROACH

When we started running the UA campaign for Pocket52, we outperformed the FTD cost KPI from the start. As learning progressed and our bidder was able to target the audience more precisely, while keeping the FTD cost within the KPI target.

Results

30

FTDs DAILY IN THE 1ST MONTH

5x

**CAMPAIGN SCALING OVER TIME
(UA AND RE-ENGAGEMENT
COMBINED)**

4x

**FTD CONVERSION RATE GROWTH FOR
NON-PAYERS BY MONTH 5**



Case Study

Poker Circle

CAMPAIGN GOALS

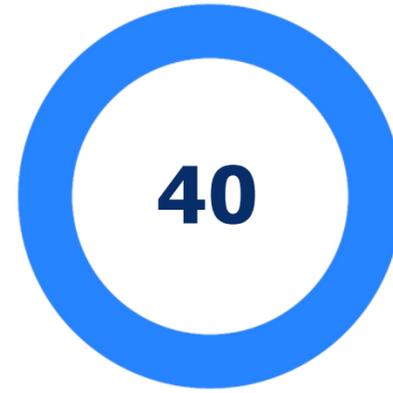
The initial campaign goal was to bring users who would register to use the app. Two months after the campaign started, the focus was shifted toward a deeper funnel KPI: FTD (first-time deposit).



OUR APPROACH

With the initial campaign setup based on a lookalike audience, we were able to outperform the registration (and FTD cost) KPI. We quickly scaled the campaign 4 times thanks to basic targeting definitions based on the segments who clicked, installed the app, and finished the registration process.

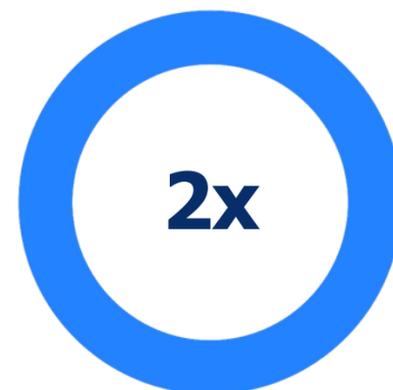
Results



FTDs DAILY IN THE 1ST MONTH



CAMPAIGN SCALING WITHIN 6 MONTHS



FTD CVR INCREASE WITHIN 2 MONTHS



Case Study

Winzo



CAMPAIGN GOALS

To acquire users who will reach the end of the app conversion funnel – register in the app, play available virtual games and eventually convert into paying customers by making their FTD (first-time deposit) – with the D1 FTD (First-Time Deposit) Cost being a KPI

OUR APPROACH

When we started running the UA campaign for Winzo, we outperformed the FTD cost KPI from the start. As learning progressed and our bidder was able to target the audience more precisely, while keeping the FTD cost within the KPI target.

Results

50%

FTD COST BELOW THE KPI

30x

CAMPAIGN SCALING OVER TIME (UA
AND RE-ENGAGEMENT COMBINED)

4x

FTD CONVERSION RATE GROWTH FOR
NON-PAYERS BY MONTH 5

Case Study

My11circle

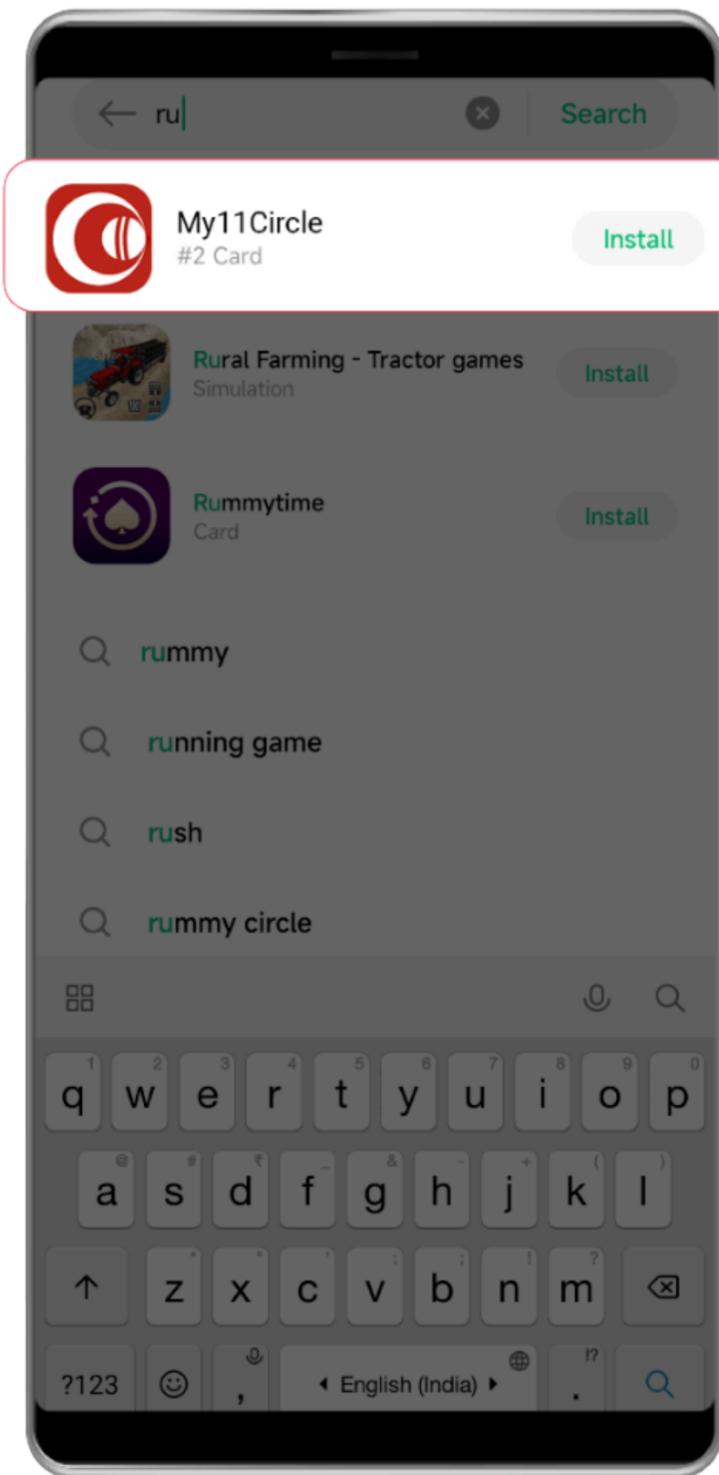


CAMPAIGN GOALS

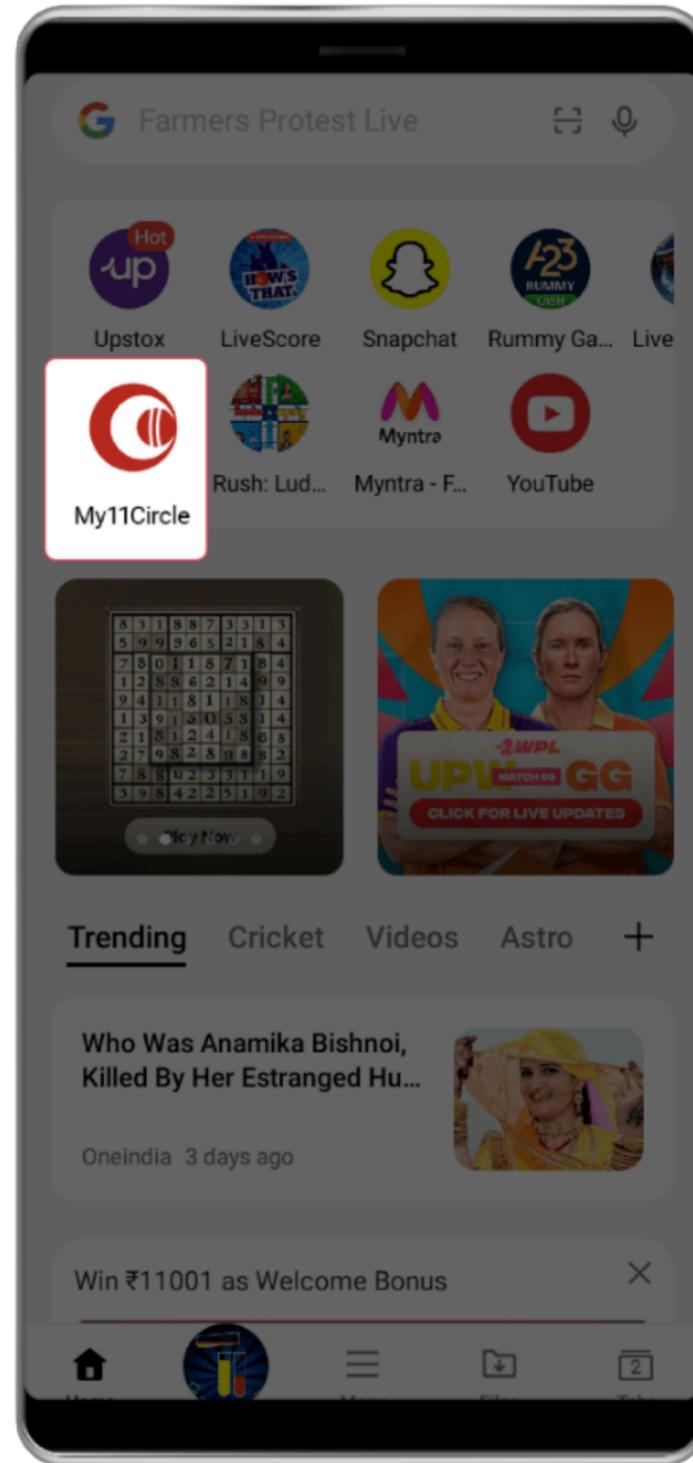
My11Circle aimed to expand reach beyond search & social, acquire high-retention paid players across India, and optimize CPA for better ROI.

OUR APPROACH

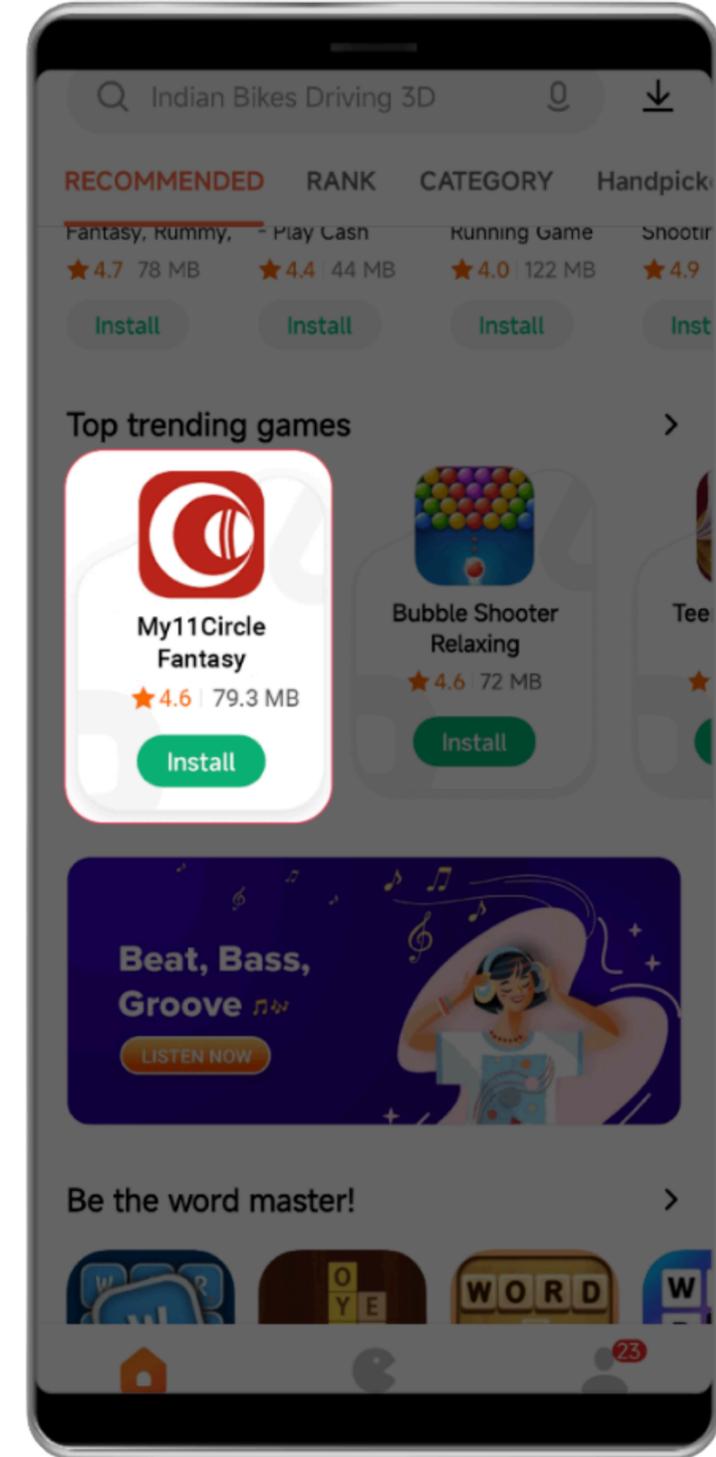
Mashrise leveraged India's peak cricket seasons, like the World Cup and IPL, to target high-intent fantasy gamers for My11Circle. Ads were placed on diverse Keyboard inventories using relevant keywords, ensuring precise contextual targeting. Tiles on OEM default browsers (Oppo & Vivo) engaged users at the start of their online journey, driving new acquisitions. Additionally, strategic placements on leading OEM app stores boosted incremental installs beyond the Play Store.



Keyboard Apps



Tiles



App Install

Results

50%

INCREASE IN APP INSTALLS

183%

INCREASE IN REGISTRATIONS

614%

INCREASE IN DEPOSITS (PAID PLAYERS),
DURING PEAK CRICKET SEASONS

Case Studies

Motilal Oswal

CASE STUDY - Motilal Oswal

ABOUT

Established in 1987, Motilal Oswal Financial Services Ltd. offers a wide range of financial services, including wealth management, broking, asset management, investment banking, private equity, and home finance. Serving retail, institutional, and corporate clients, the company operates in 550 cities.

CAMPAIGN OBJECTIVE

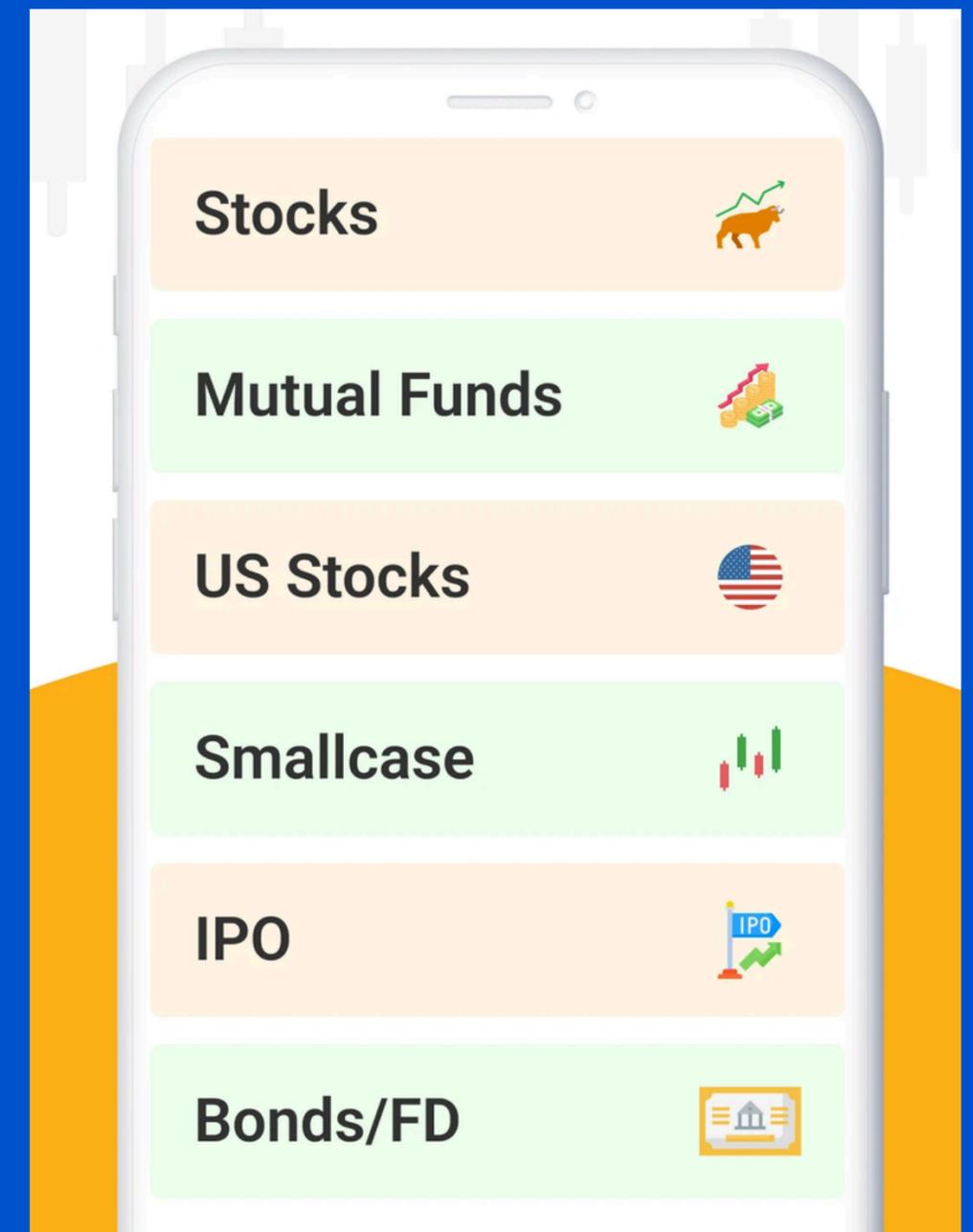
Motilal wanted to:

- Drive **1,00,000 monthly installs**
- Generate **10,000 validated registrations monthly** through e-KYC process on the app.

Maintain the cost-per-valid-user-profile lower as compared to other paid media channels including search and social media

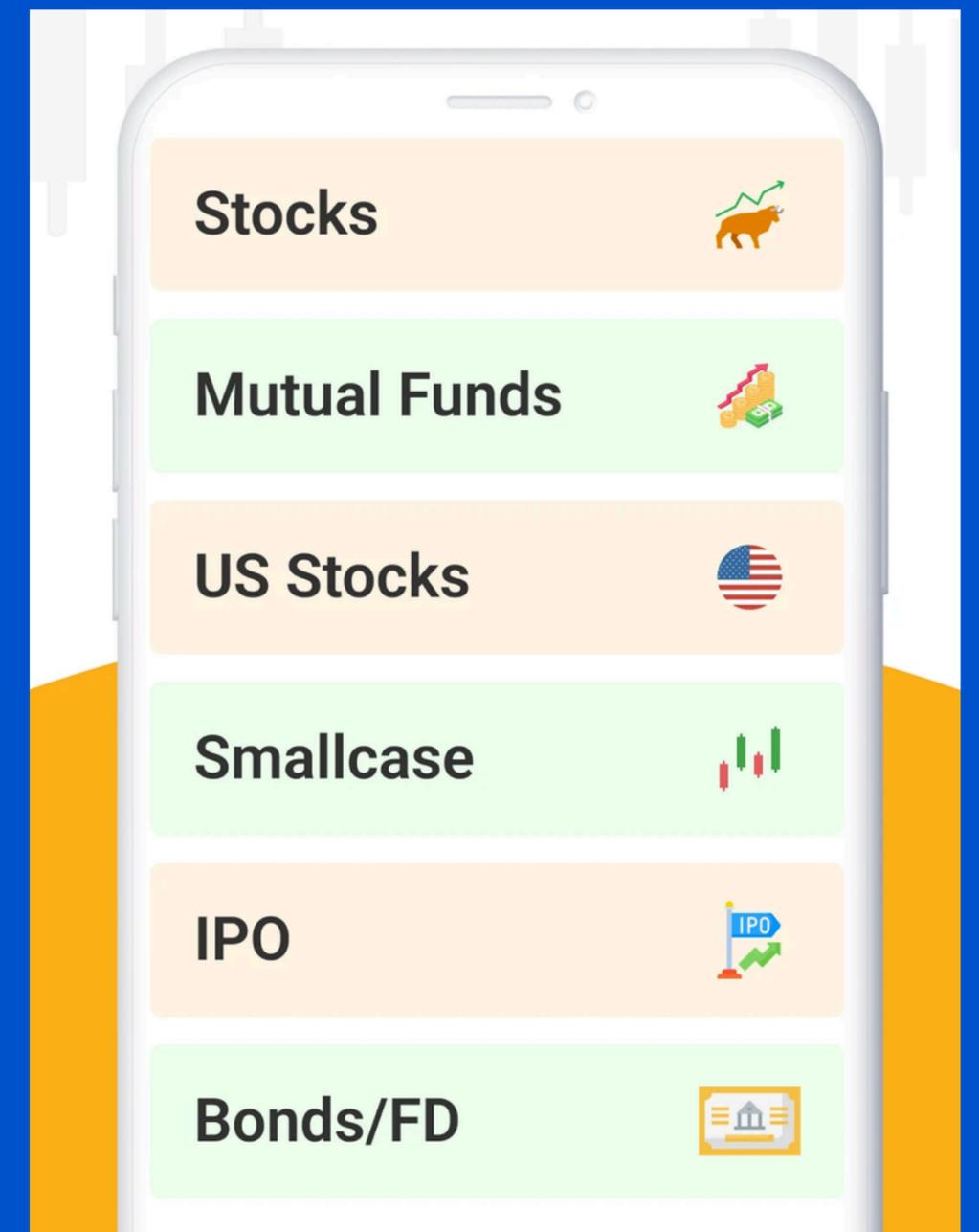
CHALLENGE

In order to attain its business objectives, the brand had to find a platform which provided access to media that generated quality leads and therefore bring down the acquisition cost.

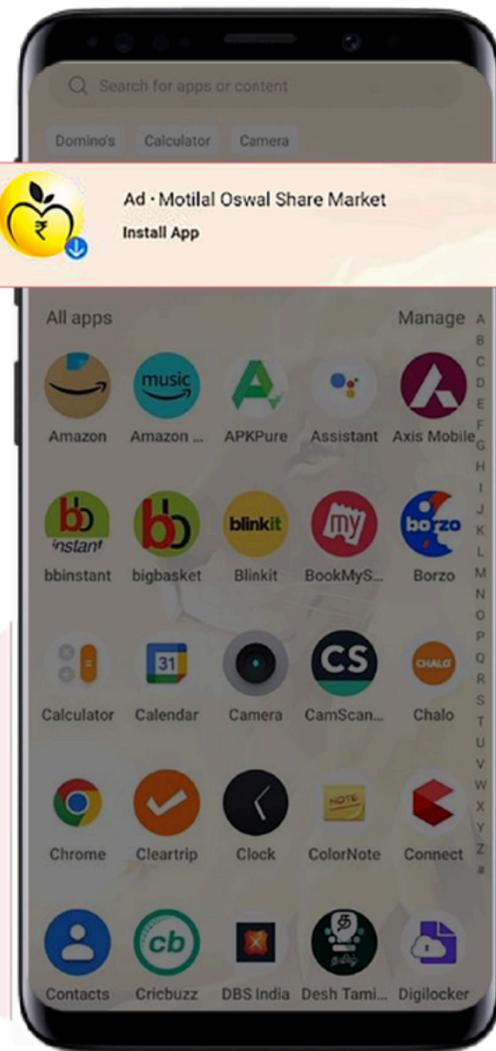


CASE STUDY - Motilal Oswal

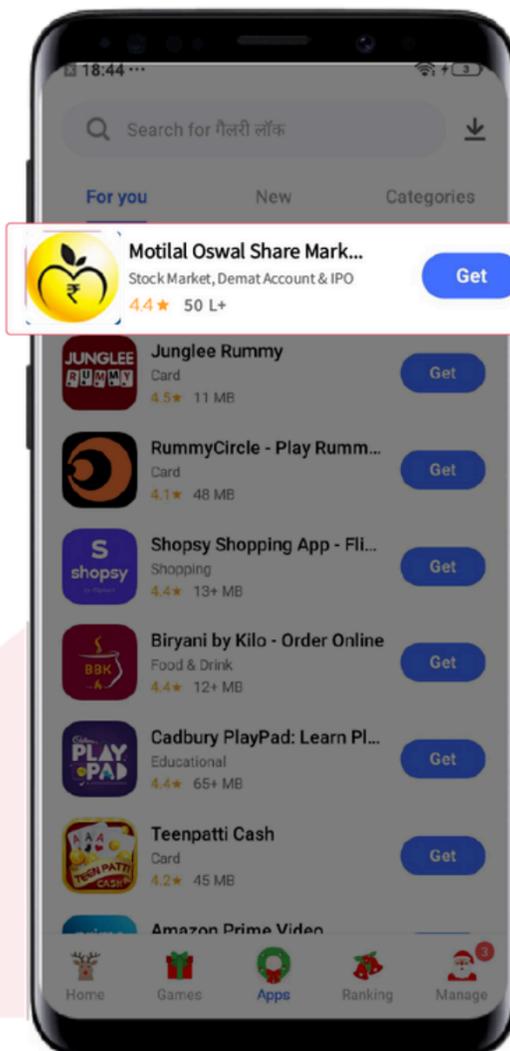
- To achieve the brand's objectives, Mashrise's leveraged its partnerships with **OEMs like Samsung, Xiaomi, Oppo, and Vivo** to place ads on their app stores, significantly boosting app installs beyond the Play Store.
- Mashrise also **strategically selected contextual keywords and positioned ads** across various keyboard inventories to attract highly motivated users.
- Targeted ads were placed within prominent utility apps, capitalizing on high-engagement touchpoints for enhanced user acquisitions.
- Additionally, Mashrise's Siteplug placed **'Buy' and 'Sell' widgets on relevant news articles within 'Investing.com,'** directing users interested in stock transactions to Motilal Oswal's website/app.



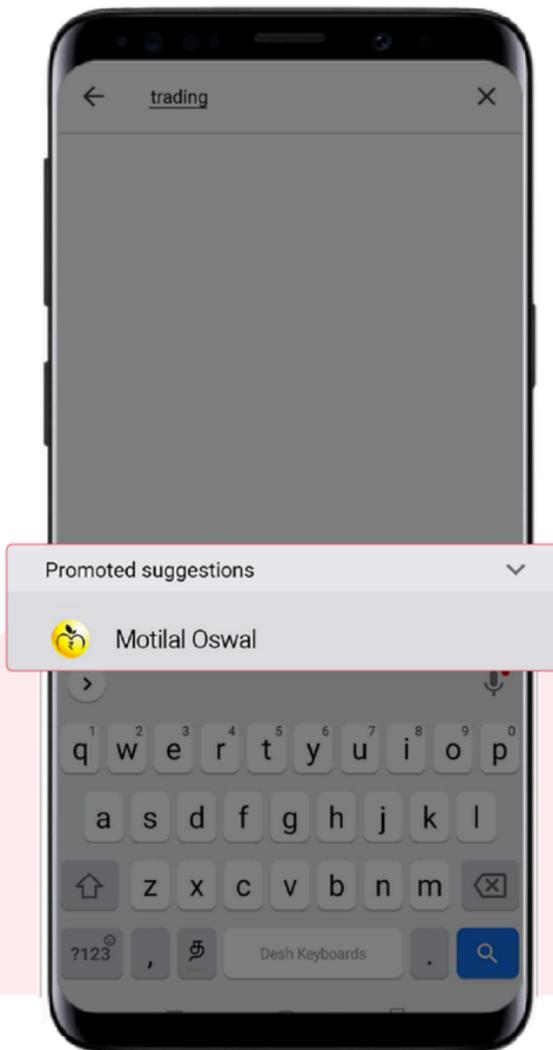
CASE STUDY - Motilal Oswal



App Drawer



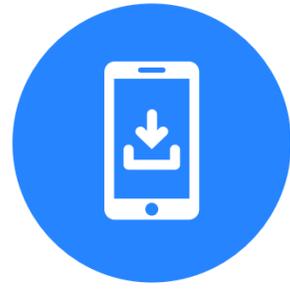
App Recommendation



Keyboard Apps

CASE STUDY - Motilal Oswal

CAMPAIGN IMPACT



1,00,000+

Monthly app installs



10,000+

Registrations validated
successfully each month



50%

Lower cost-per-lead

Case Studies

Axis Mutual Funds

CASE STUDY - Axis Mutual Funds

About

Axis Mutual Funds offers diverse investment solutions, from equity to debt, catering to varied financial goals. With a focus on transparency, trust, and innovation, it combines expertise with technology to deliver seamless investment experiences. Committed to fostering financial literacy,

Axis Mutual Funds empowers investors to achieve sustainable growth and wealth creation.

Campaign Objective

Axis Mutual Funds aimed to drive a significant increase in new account openings at an optimized cost while maintaining a strong Return on Ad Spend (ROAS).

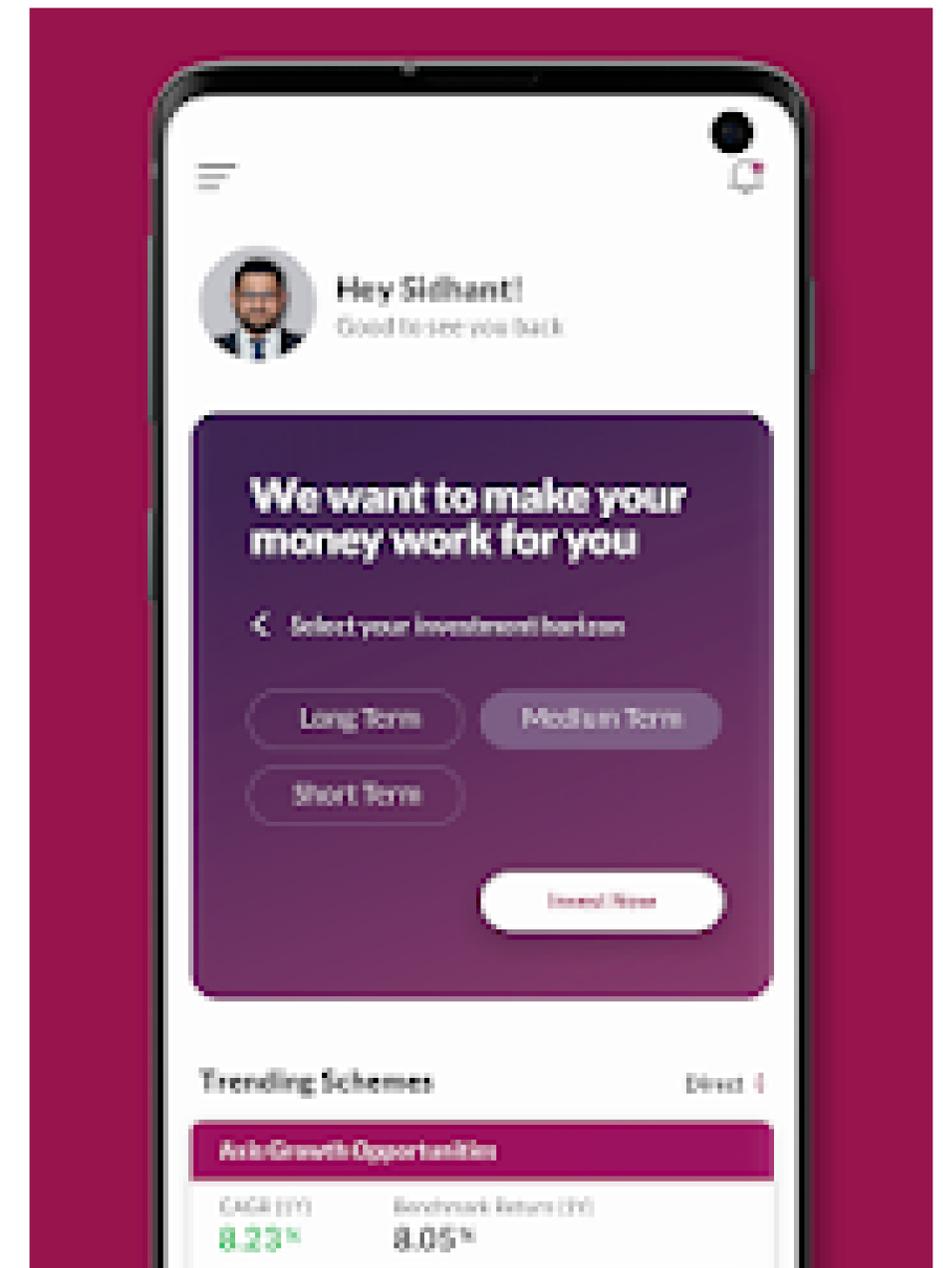
Audience

Male & Female, Age 25-45

Interests & Behaviors: Financial services, investment planning, and news consumption.



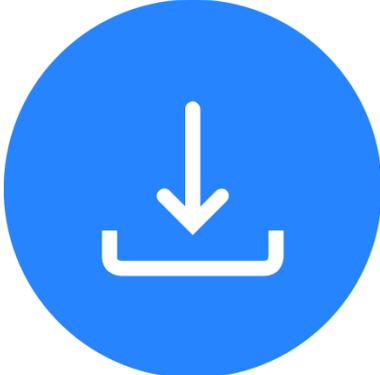
AXIS MUTUAL FUND



CASE STUDY - Axis Mutual Funds



CAMPAIGN IMPACT



Installs
450k+



Account open
65,000



Conversion Rate
15%

Case Studies

Shriram Finance

CASE STUDY - Shriram Finance



Campaign Objective

After the merger, Shriram Finance aimed to increase customer acquisition for their new online fixed deposits, highlighting benefits such as:

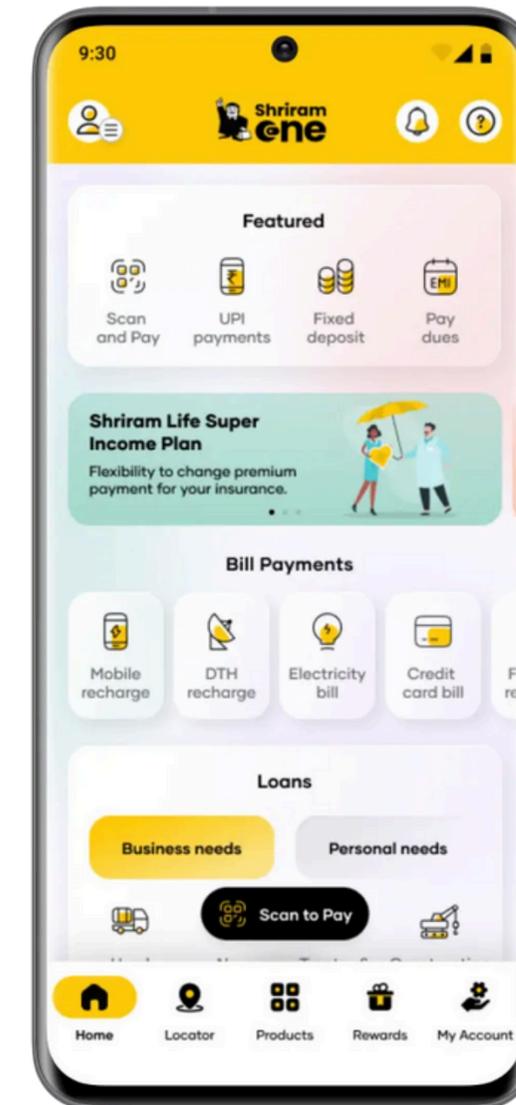
- Higher interest rates
- Special benefits for senior citizens and women
- Flexible payout options
- Guaranteed returns

AUDIENCE

Age: 25 - 45

Gender: Male

Occupation: , Salaried Employees, Self employed, Farmers and Agricultural Workers



SHRIRAM BRANDING CAMPAIGN

CAMPAIGN HIGHLIGHT

Business Challenge: Merged entity Shriram Finance's brand search decay.

Our Approach: Targeting Potential Investors through Premium Inventories across Top Finance Websites.

Websites: We targeted on India's top financial websites.

- <http://moneycontrol.com>
- <http://rediff.com>
- <http://economictimes.com>
- <http://yahoo.com>
- <http://indiatimes.com>
- <http://livemint.com>
- <http://cnbctv18.com>

- <http://financialexpress.com>
- <http://ndtv.com>
- <http://investing.com>
- <http://hindustantimes.com>
- <http://msn.com>
- <http://goodreturns.in>
- <http://aajtak.in>



CASE STUDY - Shriram Finance

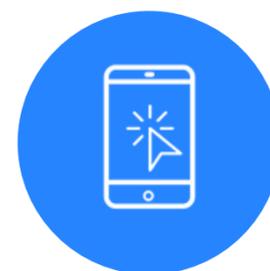
CAMPAIGN IMPACT



Impressions
100 Million



Reach
55 Million with
~50% viewability



Clicks
550000



Installs
40000



FD Booked
1500

Case Studies

Aditya Birla Capital

CASE STUDY - Aditya Birla Capital



About

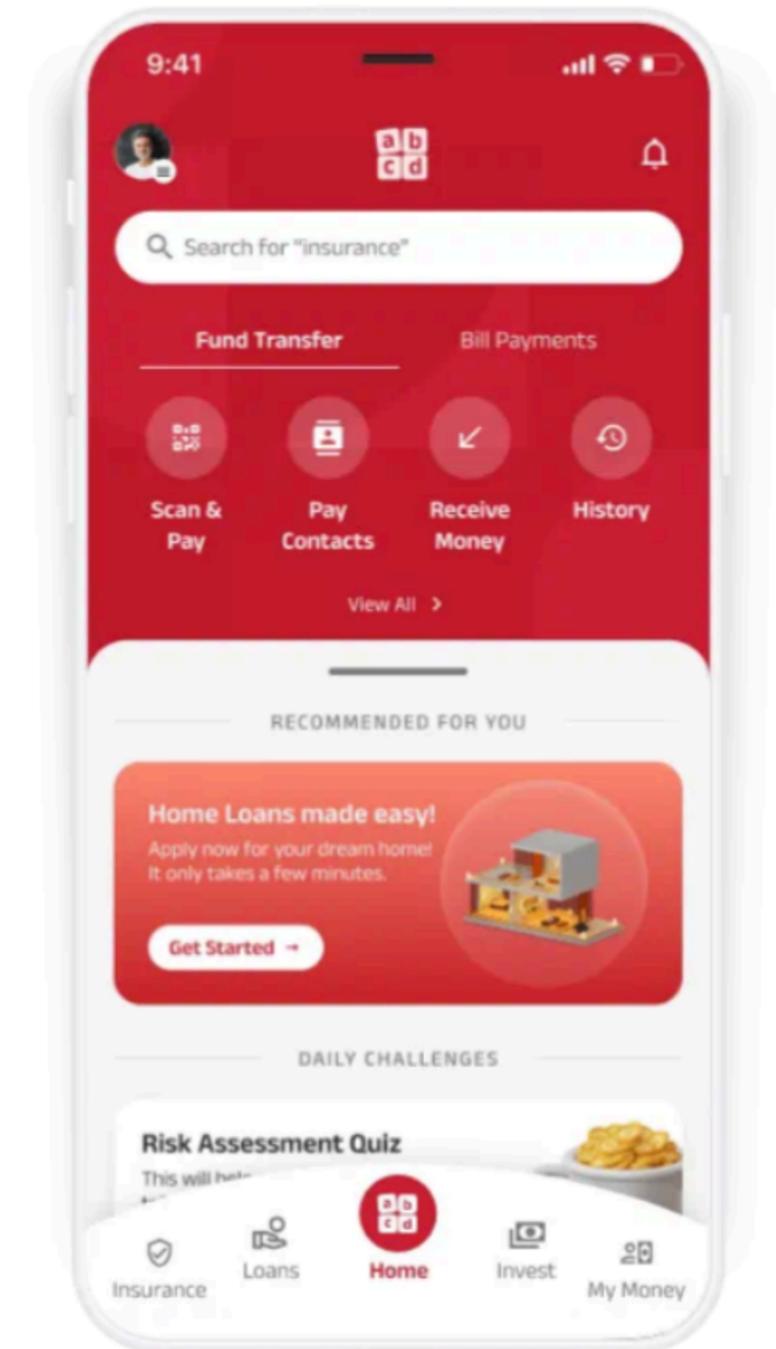
The Aditya Birla Capital App is a user-friendly platform for managing investments, loans, insurance, and fixed deposits. It offers secure access, personalized insights, and convenient financial management in one place.

Campaign Objective

Drive user acquisition for Aditya Birla Capital Fixed Deposits by highlighting competitive interest rates, safety, and assured returns to build trust and drive conversions.

AUDIENCE

Young professionals, salaried individuals, and retirees (ages 25-55) seeking low-risk, high-return investment options to secure their financial future.



CASE STUDY - Aditya Birla Capital

CAMPAIGN IMPACT



Installs
40000



FD Booked
1500



Conversion Rate
Install to FD
3%

Case Studies

Navi

CASE STUDY - Navi

CAMPAIGN OBJECTIVE

Building Trust and Awareness in T1, T2 & T3 Cities, **drive quality installs.**

SOLUTION USED

OEM MEDIA BUYING

Leverage OEM inventory to reach a wider audience and strategically craft messaging that resonates with T1, T2 & T3 users.

CAMPAIGN PERIOD March'24 & Continuing

AUDIENCE

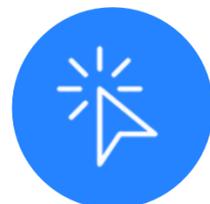
Male & Females: Age 25 - 45

Interests & Behaviour: Interest rates are a prime concern. Highlight Navi's competitive rates on OEM splash screen to attract T1, T2 and T3 audiences.

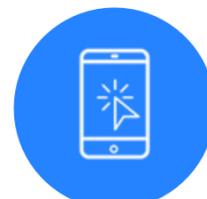
CAMPAIGN IMPACT



Impressions
30 Million



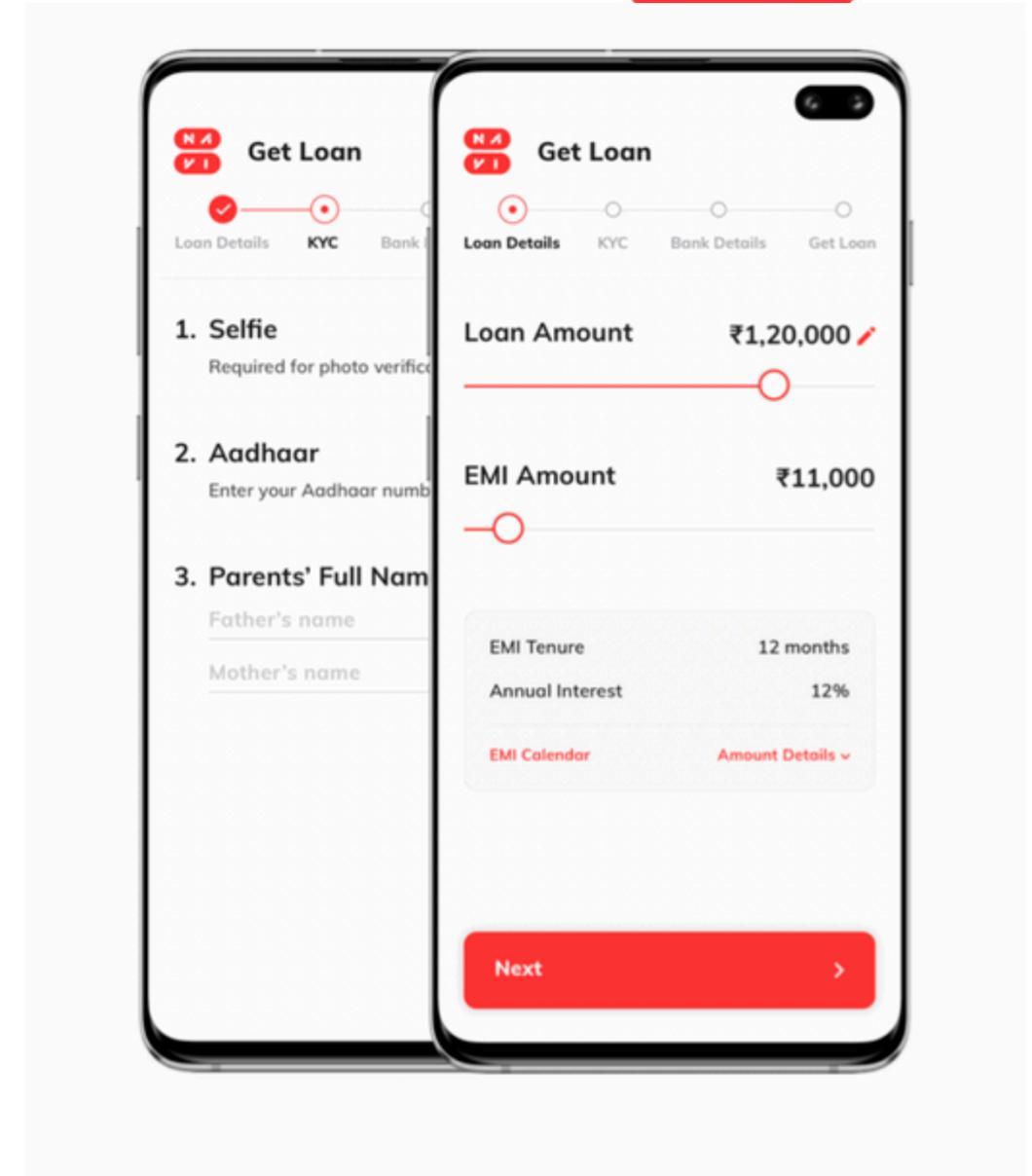
Reach
17 Million



CTR
8%



Quality Installs
7200+



Case Studies

Aditya Birla Capital

CASE STUDY - Aditya Birla Capital

Campaign Objective

Drive awareness and generate leads for Aditya Birla Capital's personal loan offerings by emphasizing quick approvals, attractive interest rates, and customizable loan solutions to suit individual needs.

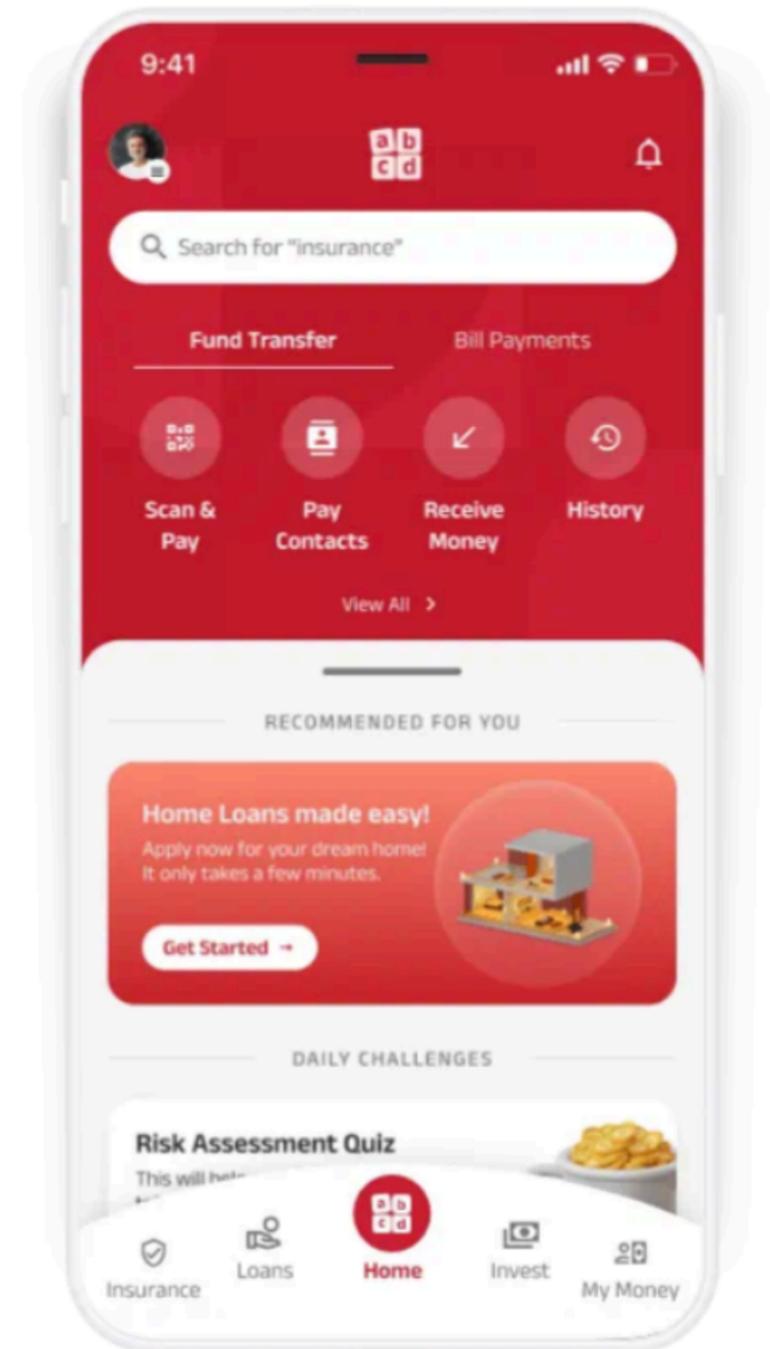
Solution

Mashrise leveraged partnerships with OEMs like Samsung, Xiaomi, Oppo, and Vivo to boost app installs through app store ads.

Contextual keywords and keyboard inventories attracted motivated users, while Siteplug placed 'Apply Now' widgets on relevant articles within various news websites driving traffic to Aditya Birla Capital's personal loan webpage.

Audience

Salaried professionals, self-employed individuals, and young earners (ages 25-45) seeking immediate financial support for planned or unplanned expenses, with a focus on urban and semi-urban areas.



CAMPAIGN IMPACT



Installs
40000



Loan Disbursal
800



Conversion Rate
Install to LD
2%