Entry Title: Driving Scalable Growth and High-Quality Conversions for Zaymer through Strategic Mobile Advertising

Category: Ads / Advertising Campaign

Client: Zaymer

Agency: Appska

Country: Russia

Brief (Objective & Strategy):

In April 2024, Zaymer, a microfinance organization, engaged us to enhance their mobile user acquisition efforts. The primary goal was to significantly increase the number of new users completing loan applications on their platform, while maintaining high conversion rates (CR) and ensuring the scalability of our campaigns without compromising lead quality.

Objectives:

1. **Increase User Acquisitions:** Expand the user base on both iOS and Android platforms, driving more users to complete loan applications.
2. **Maintain High Conversion Rates:** Achieve growth in user acquisitions without negatively impacting CR, ensuring that new leads are of high quality.
3. **Enable Scalable Growth:** Develop a flexible and scalable strategy that allows for sustainable growth across various traffic sources.

To achieve these objectives, we developed a comprehensive, data-driven advertising strategy focused on continuous testing and optimization. Our approach was to incrementally test new traffic sources, refine targeting and creative assets based on performance, and align all efforts with Zaymer's business goals using the OKR (Objectives and Key Results) methodology.

Execution (Implementation & Creative Application):

Our campaign was executed through a phased approach to minimize risks and maximize ROI:

1. Incremental Testing of Traffic Sources:

- We initiated the campaign with small-scale tests across a variety of traffic sources. This allowed us to gather performance data without overcommitting resources to any single channel.
- Each source was evaluated based on key metrics like conversion rates, cost per acquisition (CPA), and user engagement.

2. Data-Driven Optimization:

- Using real-time analytics, we continuously refined our targeting criteria, adjusted bids, and optimized ad creatives. This iterative process enabled us to quickly identify and scale the most effective sources.
- Advanced data analysis tools were employed to monitor campaign performance and make data-backed adjustments.

3. Tailored Creative Assets:

We developed customized ad creatives for each traffic source, taking into account the unique preferences and behaviors of Zaymer's target audience. This included dynamic ad formats, personalized messaging, and adaptive designs optimized for mobile devices.

4. Strategic Use of OKR Methodology:

By aligning our team’s efforts with clear objectives and key results, we ensured that every aspect of the campaign was focused on achieving Zaymer’s specific goals. This methodology facilitated better decision-making and quicker optimizations.

5. Quality Control and Scalability:

Throughout the campaign, we maintained strict quality controls to ensure that all new user acquisitions were high-quality leads. This was crucial for sustaining growth while maintaining high conversion rates.

Results (Outcomes & Effectiveness):

The Zaymer campaign was a resounding success, delivering impressive results and demonstrating the effectiveness of our strategic approach:

iOS User Growth: User acquisitions on the iOS platform increased to 116%, resulting in a substantial boost in loan application completions. This growth was achieved without compromising lead quality, as indicated by consistent conversion rates.

Android User Growth: The number of users on the Android platform grew to 324%, significantly expanding Zaymer’s reach. By focusing on the most effective traffic sources, we ensured that this growth was sustainable and aligned with Zaymer’s objectives.

Sustainable and Quality Growth: The campaign’s phased testing and optimization strategy resulted in a strong pool of high-quality traffic sources that supported scalable growth. Our approach maintained high conversion rates, maximizing ROI for Zaymer.

Effective Strategic Alignment: The use of the OKR methodology kept our efforts aligned with Zaymer’s goals, allowing us to make rapid adjustments and optimizations that directly contributed to the campaign's success.

These results not only exceeded Zaymer’s initial goals but also established a solid foundation for future growth. The success of this campaign highlights our agency’s expertise in developing and executing data-driven, strategic advertising campaigns that drive both growth and quality in user acquisition.