

**Online Payment App (Net Worth: \$6 Bn)**

Category: Fintech

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# Full Funnel Optimisation, Building Quality Audiences' Cohort and First Party Data Activation

Adbyttz led diagnostic study stitched user journey beyond ad-panel and MMP's data providing actionables to scale the right campaigns, build quality audiences' cohorts and identifying right optimisation signals.

## RESULTS

**40x**

GROWTH IN ACQUISITIONS

**50%**

REDUCTION IN CAC

# 3 insights immediately unsticking the growth stagnation

1

## Omni-channel Attribution

Campaigns	Ad Panel Data		Appsflyer Data			CRM Data	
	Spends (In Lakhs)	Clicks	Installs	Acquisitions	CAC	Acquisitions (>680 CIBIL)	CAC (> CIBIL 680)
Campaign 1	56	281891	46982	8568	658	2911	1937
Campaign 2	57	141818	47273	10059	564	4446	1276
Campaign 3	10	259682	86561	1164	892	936	1110

### Adbytzz Diagnostic Insight

When **data was stitched beyond MMP**, campaign 3 delivered lower CAC for quality acquisitions than campaign 1 and campaign 2 which were being scaled based on the CAC data of MMP.

### Adbytzz Edge

**Budget redistribution** calls were taken between platforms and campaigns based on the CAC for quality customers.

## 2

## Quality Audiences' Cohorts

Optimization event	CAC	CAC (>680 CIBIL)
LAL- Installs	793	2392
LAL - Customers	687	1782
LAL - >680 CIBIL	890	1563

### Adbytzz Diagnostic Insight

By passing the **first party data of quality acquisitions** (>680 CIBIL) back to Meta ad panel, better quality of lookalike audiences can be built to improve CAC.

### Adbytzz Edge

Lookalike of **Quality audiences' cohorts** were built based on first party data of quality customers which delivered 12% better results than lookalike audience of regular customers.

### 3 Right Optimisation signal

Optimization event	CAC	CAC (>680 CIBIL)
In app event	1020	1865
Purchase	765	1293
Custom event >680	890	959

#### Adbytzz Diagnostic Insight

**Accurate optimisation signals** can be passed back to ad-panel using custom event triggered for quality acquisitions (>680 CIBIL)

#### Adbytzz Edge

**Custom event for quality acquisitions** was passed back to ad-panels delivering 26% better CAC than the optimization event of Purchase (all customers acquisitions).