

Case Study

Major Financial Services Brand Increases Reach,

Boosts User Acquisition with InMobi

Context

In order to both increase brand awareness and acquire more high-quality customers, a major financial services brand and its agency of choice turned to InMobi in 2018 for help. Thanks to InMobi's high-quality audience segments, deep expertise in in-app programmatic buying and user acquisition, InMobi was able to beat the brand's goals around cost per acquisition (CPA) by 200 percent while also ensuring ad viewability.



**InMobi beats the
brand's goals around
CPA by 200 percent**

Approach

Throughout 2018, the financial services brand and their agency leveraged InMobi's solutions to meet its goals at all stages of the marketing funnel, including brand awareness, user acquisition and remarketing. For this brand, 2018 was a year of experimentation using a variety of advertising partners to see which options would be best for meeting its varying goals.

In terms of the top of the funnel, the financial services brand wanted to increase its awareness in five major U.S. markets - New York, Los Angeles, Chicago, San Francisco and Miami - through brand advertising. Even within these highly targeted and competitive geographies, InMobi beat industry viewability benchmarks by 8 percent. This provided the financial services customer with key peace of mind to ensure that their target customers were indeed seeing their messaging and becoming more familiar with the brand.

Results

Beyond brand awareness and reach among target audiences, the brand and its partners also wanted to boost user acquisition through checking account applications. Among the many partners leveraged to achieve these goals, InMobi's results were unparalleled. InMobi was one of only two partners capable of beating the customer's key performance indicators in this arena, over delivering on their CPA benchmarks by 200 percent.

On top of branding and acquisition, the financial services brand and their agency also leveraged InMobi's powerful remarketing capabilities. In fact, the partnership was so successful in 2018 that InMobi was selected as the sole remarketing vendor for that year. In 2019, the projection is for the financial services provider to increase its investment with InMobi by 81 percent.



200%

InMobi beats KPI by over delivering on CPA benchmarks by 200 percent.



81%

2019 projection is to increase its investment with InMobi by 81 percent.