

GCash Acquires Millions of Mobile Wallet Users by Partnering with InMobi

GCash is a Philippines-based digital financial service provider that transforms the mobile phone into a virtual wallet for secure, fast, and convenient money transfers and online payments. It is a mobile super-app that lets people buy load, transfer money to banks, pay bills, and even start their own savings accounts, all from their phone.



Highlights



**AMONG
TOP 5**

free Apps from the
Finance Category in
Philippines

20 Mn

mobile wallet user
registrations

50 Mn

transactions
recorded on the app



The InMobi Advertising Platform has helped us understand our target audience behavior and acquire high-lifetime value customers by applying data-driven targeting and optimization. Through our partnership with InMobi, we have been able to achieve our acquisition goals to solidify our position as the top player in the Fintech space in the Philippines.”

AJ Wang, Head of Performance Marketing, GCash

Challenge

The e-wallet financial service provider wanted to target and acquire new high intent customers through Mobile Advertising. Having become the top player in the industry, their objective was to increase their acquisition volume while still maintaining user quality.

The Marketing Objective

- 1 Target and acquire high-intent users to download and use the GCash app
- 2 Get newly acquired users to sign up and make transactions on the app
- 3 Become the preferred mobile wallet app for users in Philippines



Solution

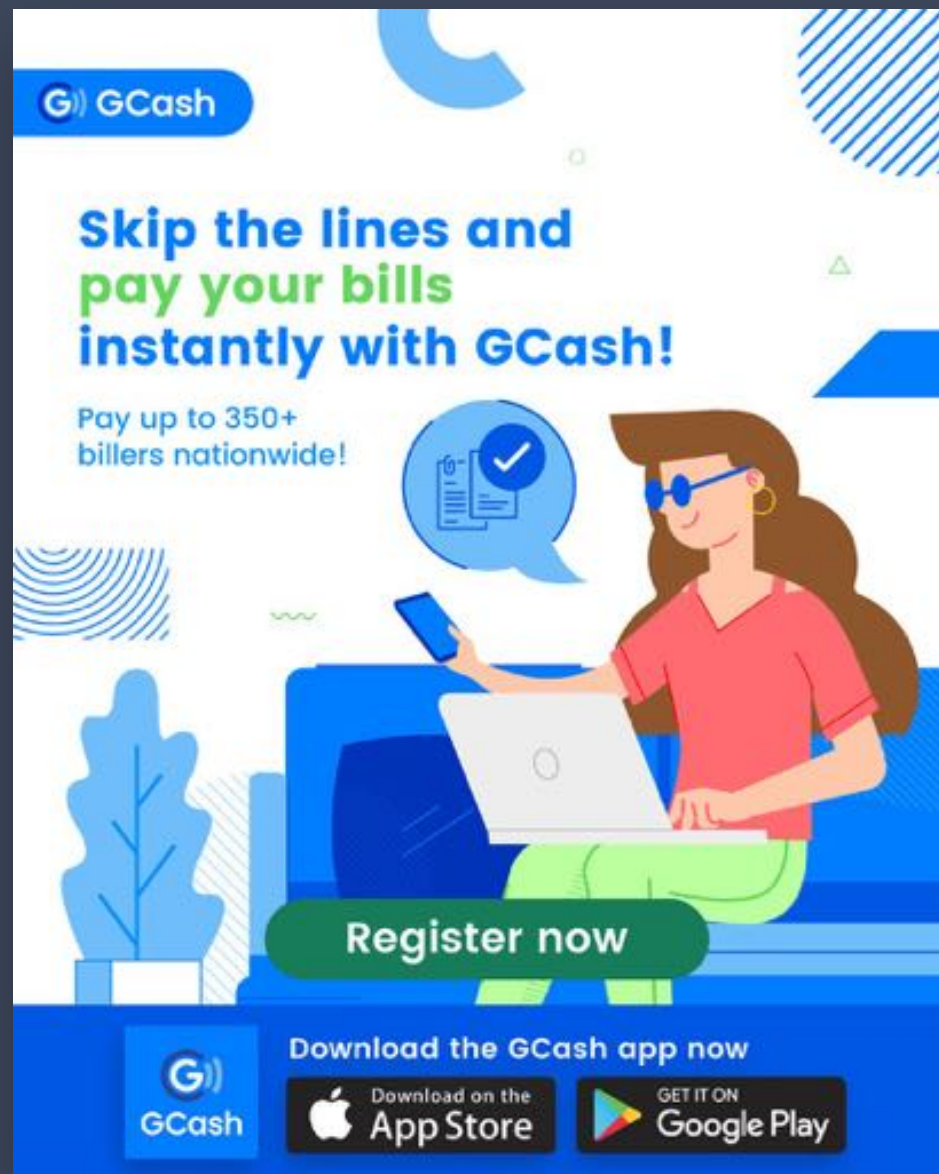
InMobi devised a persona-driven advertising experience to acquire prospective GCash customers. The platform created lookalike audiences to mirror existing high-quality customers, progressively profiled m-wallet user personas and their attributional characteristics, and engaged these personas with contextual nudges to install and transact on the app.

Persona-driven Customer Acquisition

InMobi launched personalized strategies to capture the attention and interest of smartphone (Android and iPhone) users in Philippines. InMobi curated custom audiences including Millennials, Shopping enthusiasts, Household decision makers, Restaurant visitors and Department store buyers based on their device level behaviour, payment habits, browsing and shopping habits. The campaign captured strong customer intent using powerful Call-to-Action on customised creative messaging to drive customer acquisitions.



Solution

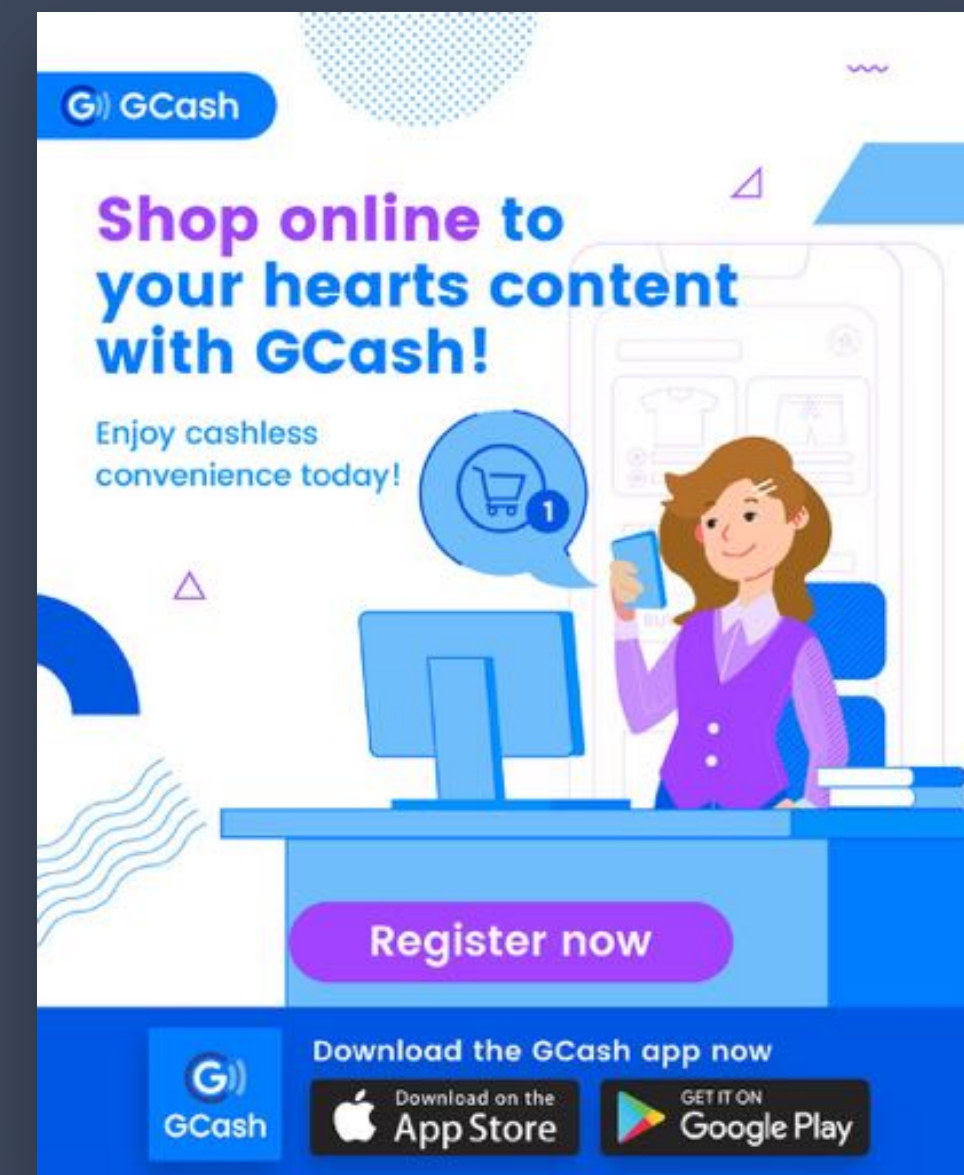


1. ONLINE PAYERS

The campaign appealed to online payers to send and receive money, pay bills and make other payments using the GCash app by designing creatives that are based on location and other seamless payment factors such as faster interfaces and frictionless journey paths.

2. ONLINE SHOPPERS

Online Shoppers were targeted with ads showcasing the convenience of using the app to purchase items online, be it through e-commerce apps such as Lazada, or through online Instagram sellers. This encouraged Online Shoppers to install the app and make their first purchases using the app.



Solution



3. ONLINE INVESTORS

Online investors, interested in savings and investments, prefer the ease of access to information and financial services on their fingertips. A savings-based creative prompting the investor to save in a single minute, together with the country's highest interest rate at 4.1% per annum, nudged the users to install the app and make their first investment.



4. FESTIVE SHOPPERS

Festive Shoppers were showcased lucrative offers to claim prizes. This campaign revolved around their Christmas campaign, GCash Shakes Up Christmas, which enticed users to use the app and win prizes by completing select tasks.



Results

InMobi helped GCash break through the existing clutter in the payment space and acquire high value customers

TOP 5

overall free apps in both
Play and App Stores

20 Mn

mobile wallet user
registrations

50 Mn

transactions
recorded on the app

#1

Finance app in both
Google Play and
Apple App Stores