



ASIA

## CoinSwitch Kuber Partners with Glance to Educate Young Indians about Cryptocurrency



**Solution**  
Identifying Target Audience, Engaging with Customers, Acquiring New Users

### About CoinSwitch Kuber

CoinSwitch Kuber believes in financial inclusion – that wealth, investment, and financial knowledge are for everyone. Their platform democratizes cryptocurrency investment so the everyday man can make his money work for him. Their work helps to combine transparent pricing with an extensive knowledge hub so users can make informed decisions and thrive in a dynamic digital investment world.

### The Highlights

**5%**

lift in Awareness

**11%**

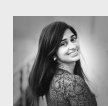
lift in Message Association

**7%**

lift in Purchase Intent



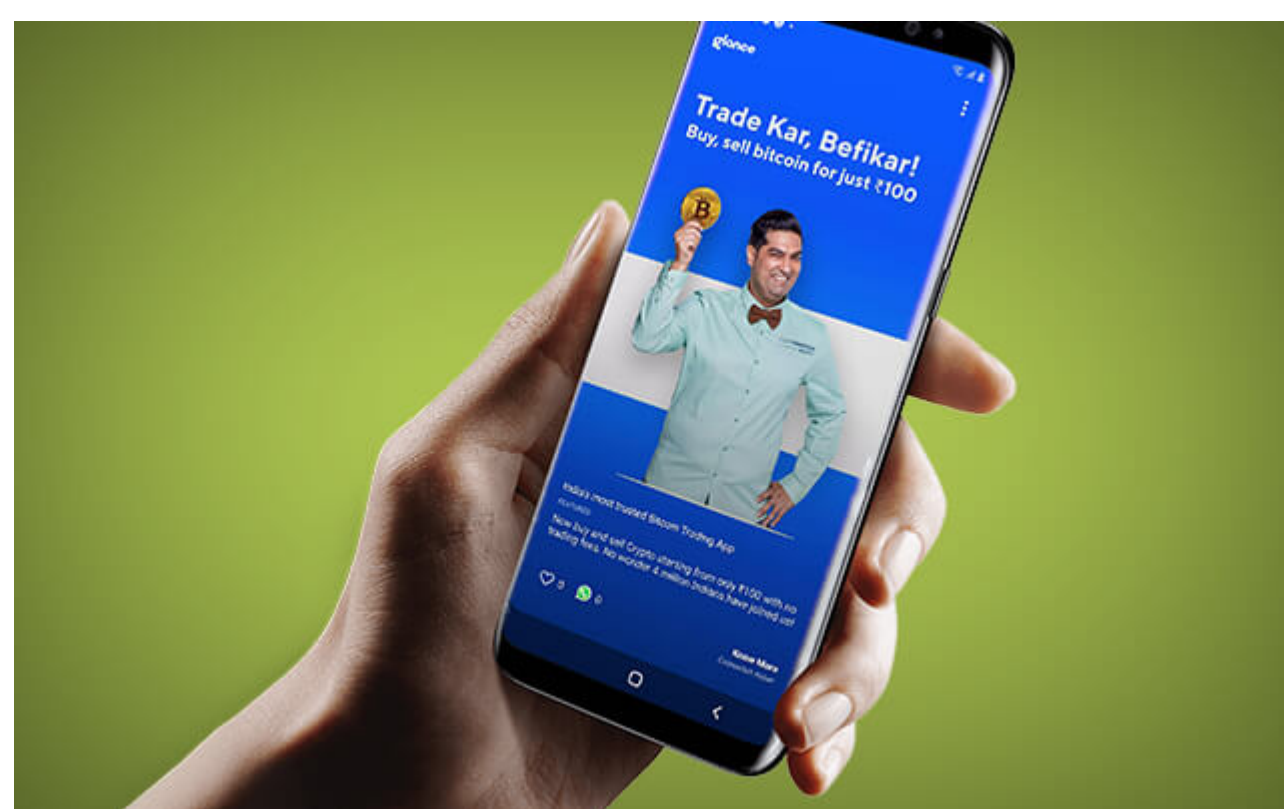
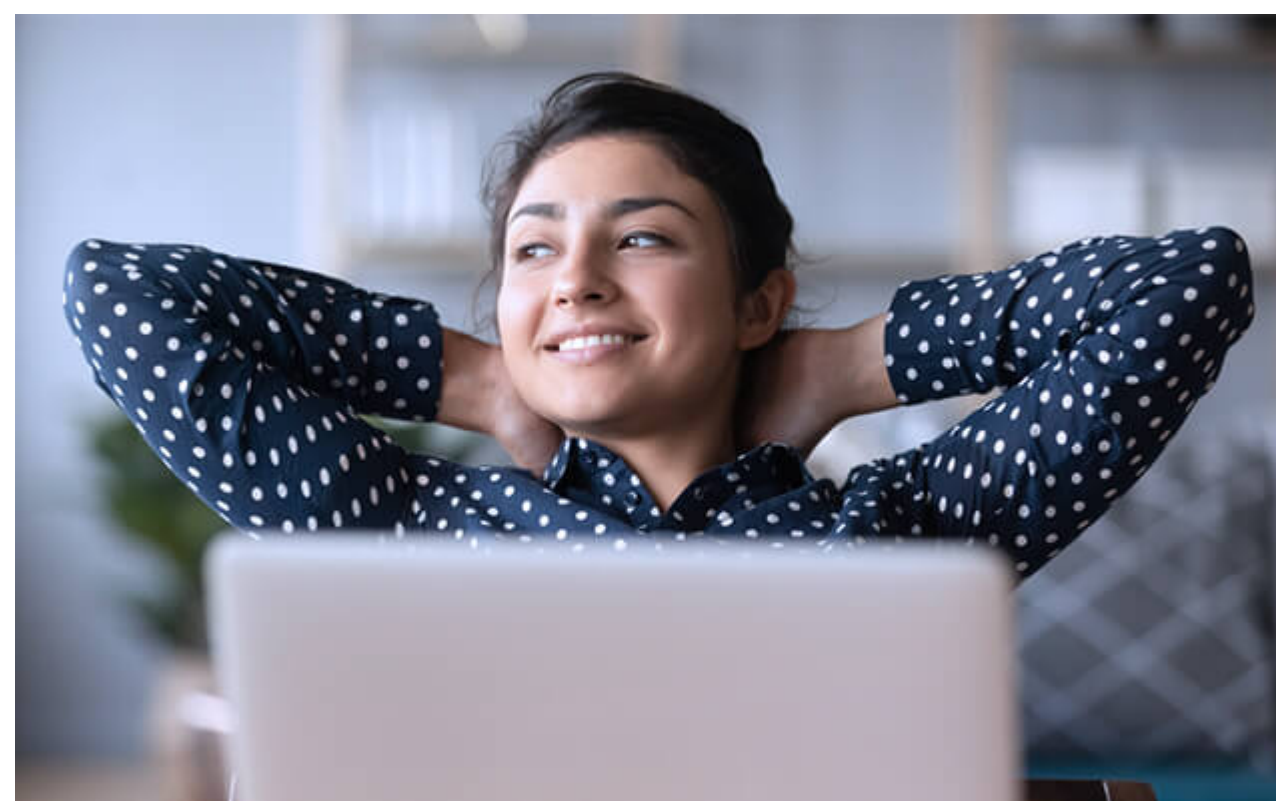
Glance has helped us to grab eyeballs with interactive ads and content. This has given us the space to present our brand in a quirky, smart manner. The dedicated support of their BD and project executives is another bonus of working with them.



Swati Pincha  
Head of Growth, CoinSwitch Kuber

### The Brand Objective

CoinSwitch Kuber believes that growing money is everyone's right and wants to change the status quo. "We've got your back" is their approach towards the users and this is facilitated by building products and providing a platform to make its customers' money work for them. CoinSwitch Kuber aims to make investing: Simple - Intuitive, engaging, educative, and powerful investment platform built for the young starting with Cryptocurrency investments, Credible - User protection is the first priority by following strict regulations and Flexible - Engaging users beyond crypto & provide unique inter-asset investment opportunities. The task in hand was to create awareness about the existence of crypto investing, build credibility, and convince people to invest in crypto using CoinSwitch Kuber.



### The Solution

Glance is a screen-zero platform, enabling consumers to discover new content and experience the best of the internet on the lock screens of their smartphones in a visually stunning format. The brand's target audience, mainly comprises of GenZ and millennial, is most well-informed and digital savvy in the country. This is the audience that is extremely influenced by friends and colleagues. They are fast-thinking and always keen to explore something novel. An audience like this requires a platform that complements their personality, has the potential to reach them in an engaging way, and instantly captures their attention. With Glance reaching over 120 million smartphone users (DAUs) across India, CoinSwitch found the ideal platform to amplify their campaign. CoinSwitch leveraged glances that appeared in the personalized newsfeed of India's lockscreens, to create awareness about crypto investing and further drive consideration.

How the brand addressed these objectives on Glance -

Create Awareness	Drive Consideration	Engage and Educate
• Roadblock	• Sustenance	• Polls • Native Articles

## The Results

Coinswitch Kuber drove phenomenal results using Glance.

<b>35 MILLION</b> <b>UNIQUE</b> SMARTPHONE USERS <b>REACHED</b>	<b>1.5X HIGHER CTR</b> DELIVERED THAN <b>THE AVERAGE</b> ROADBLOCK CTR	<b>150 MN+</b> IMPRESSIONS DELIVERED IN 50 DAYS
<b>1.2 LAKH</b> PAGE VIEWS DELIVERED WITH USERS SPENDING MORE THAN 2 MINUTES ON THE PAGE		
