

inMOBI

stc pay

InMobi Helped stc pay Drive Over 75,000 Mobile Wallet App Installs During COVID-19



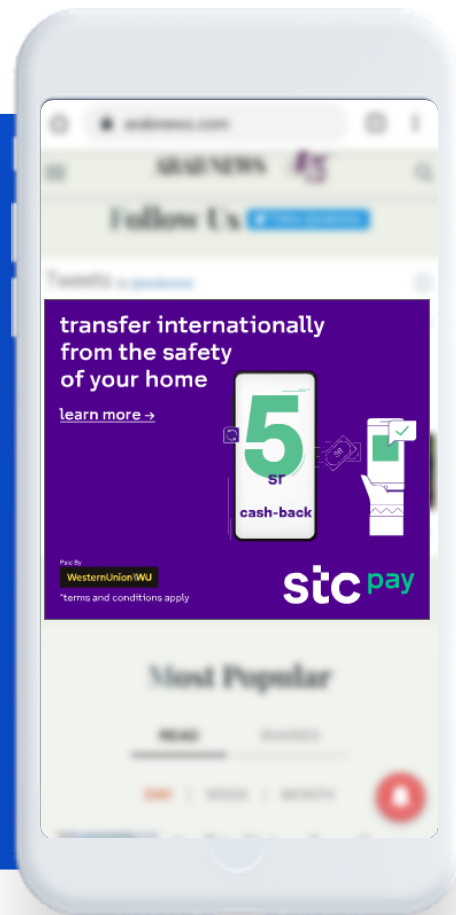
About the Campaign

When COVID-19 struck Saudi Arabia and lockdowns were enforced in March 2020, leading ad agency UM had to quickly re-adapt their media strategy for stc pay, the leading mobile payments app from telco Saudi Telecom, to suit changing user behaviors.

InMobi was chosen as UM's partner in supporting this transition, and was tasked with the following:

1. Driving adoption of stc pay as consumers stayed indoors and overall changed their daily routines.
2. Maintaining active usage of the stc pay app by generating overseas remittances and Eid 'Gift Box' transfers during Ramadan.

By targeting heavy mobile users and expatriate audiences in Saudi Arabia, InMobi's app-first campaign for stc pay led to more than 75,000 installs over two months, with a remittance rate that was 2x times their benchmark.



Campaign Approach

Users in Saudi Arabia were preparing for Ramadan under lockdown, apart from their families and loved ones. It was important for stc pay to tailor their creative and communication strategy accordingly, helping support traditions while adapting to the world's "new normal."

The campaign followed a three-phased approach, with InMobi optimizing for specific in-app events during each phase in addition to the overarching objective of growing stc pay's user base.

Each phase was carefully tailored to match user needs and sentiments in the run-up to Eid.



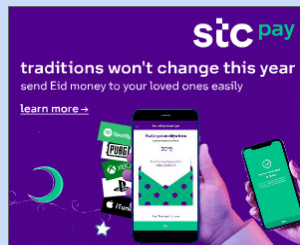
Phase 1

Phase 1 was optimized towards generating in-app remittances and aiding users who were looking for ways to send money back home.



Phase 2

Phase 2 focused on reminding users of the 'Sawa' recharge feature via stc pay, helping them stay connected to their loved ones overseas.



Phase 3

Phase 3 was optimized towards gift box transactions, allowing users across Saudi Arabia to send Eidyah to friends and family.

Campaign Results

The campaign exceeded the expectations of both stc pay and UM in terms of results, delivering more than 75,000 installs in a span of two months while retaining the overall Cost Per Install (CPI) figures that were well within their benchmarks.

InMobi also drove over 103,000 in-app remittances for stc pay across the duration of the campaign and achieved 1.2x times more gift box transfers than all other paid channels combined.

And stc pay and UM saw 30% lower CPIs on Android compared to similar campaigns. This further demonstrated the success of InMobi's platform, targeting strategy and managed services optimization expertise.

75,000

Installs

1.2x

More gift transfers than all other paid channels combined



"Ramadan and Eid is always a big time of the year for us, but of course this year it looked very different. UM and InMobi were able to help us quickly pivot to make sure we had the best strategy in place while consumers were celebrating at home away from loved ones."

Abdulkarim Giraud

stc pay Digital Marketing Manager

'InMobi's targeting capability paved the way for success, particularly at a time when our media strategy was quickly adapted to the forever change in consumer behaviors resulting from lockdown. It was critical that we targeted the right consumer to drive uptake of stc pay services at a time of need during Ramadan and Eid'

Nadeem Ibrahim

Digital Director KSA, UM

