

INMOBI

Yaarii Acquires New High LTV Users at 63% Lower Costs with InMobi

Yaarii is the first of the kind online lending aggregator to approve personal loans on the basis on consumer PAN cards and provide instant home loan approvals online in India. Their objective is to provide people with instant loans with minimum documentation and make the loan application process hassle-free.

CASE STUDY



Highlights

~ 25K
Signups

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Our brand leveraged Cyclitics Digital and the InMobi mobile advertising platform to increase user engagement through ads, and to acquire bottom of the funnel users for loan registrations. Their custom audiences, ad creatives, and targeting have all driven timely and meaningful conversions for us.

Sunu Nair
VP Product & Marketing, Yaarii

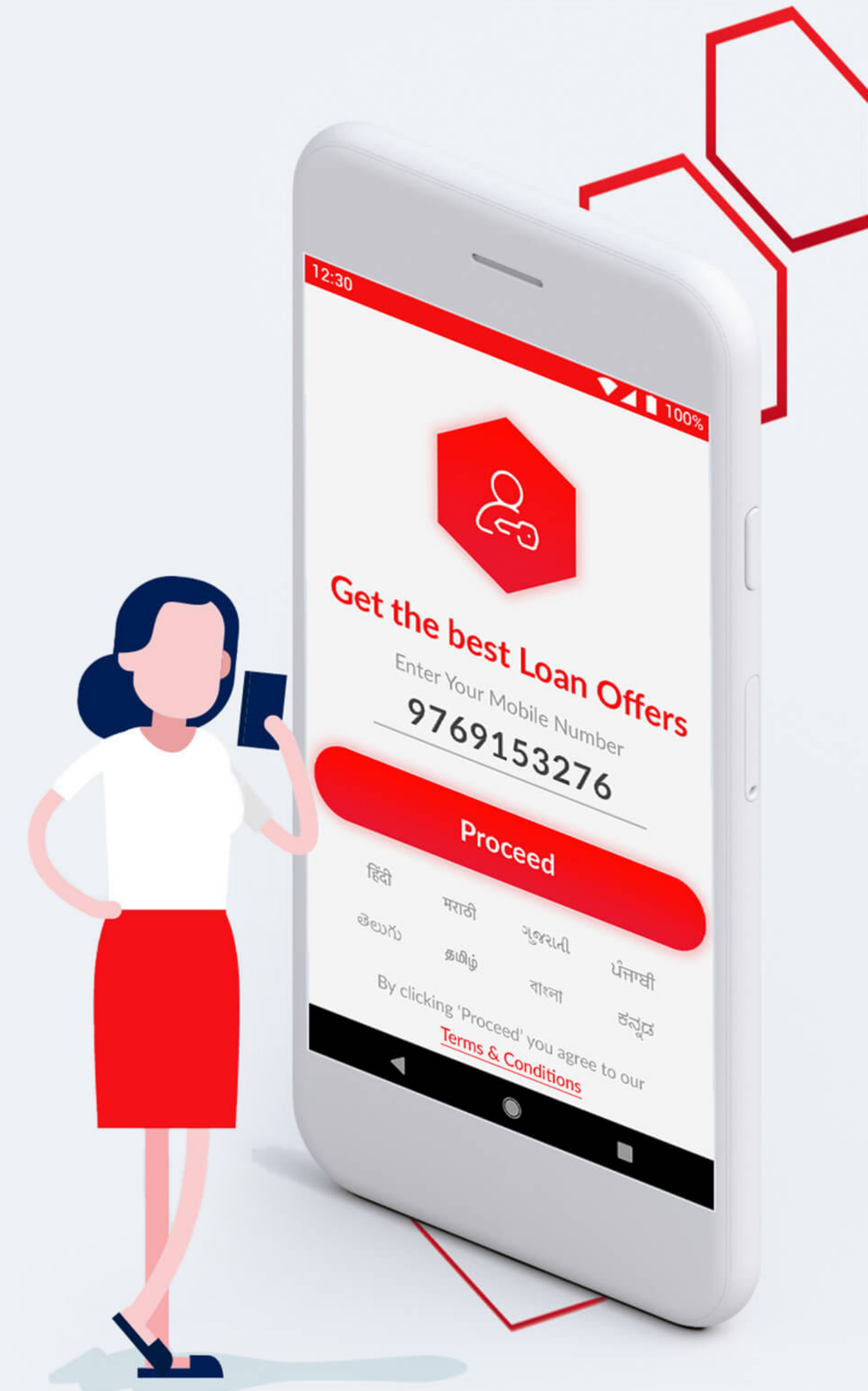
10x
increase
in leads

Challenge

Yaarii has a truly diversified portfolio of loan products that cater to the loan applicant's financial needs. There are instant personal loans that a user can avail upon the submission of the PAN card and there's also housing loan segment for the users who wish to buy a house, and all these can be availed with minimum documentation. Yaarii also provides an option for the user to choose the EMI plan as per their repayment convenience, also on partner apps like Dhani.

InMobi worked with Cyclitics to provide a comprehensive solution for Yaarii and achieve the following goals:

1. Get new users to install the Yaarii app
2. Engage and nudge users to sign up on the app
3. Engage users along the journey to get them to fill out details for the soft loan applications



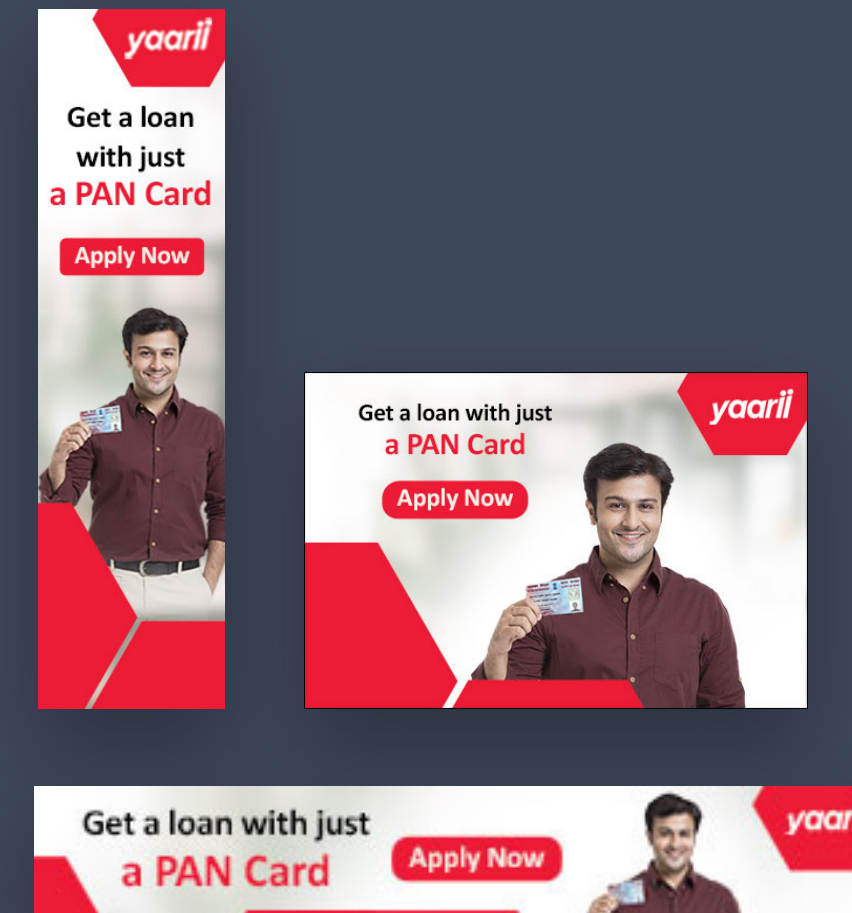
Solution

UNIQUE AUDIENCES

InMobi gathered insights on the audiences looking for home and personal loans, along with their **click patterns, search behavior** and pushed ads that will interest them to apply for the loan. With right ads reaching the prospective audience, their CPA (cost per acquisition) decreased from **78% to 15%**.

CREATIVE INNOVATION

InMobi also segmented creatives to match Yaarii's diversified product portfolio, to ensure that the audience sees the right creatives that drive them to finish a loan application. Both static and dynamic ads were launched with **animated GIFs** as the primary creative for the home loan segments. Little things like highlighting the USPs made a huge difference to trigger audiences to the point of sale.



Results

InMobi drove soft loan applications and reduced Yaarii's cost of driving a high-quality user registration by 10% every month

10x

increase in the total number of leads

5x

reduction in the CPA

~25K

registered Yaarii app users

~14K

soft loan applications received