

# COLOMBIA AUDIENCE NETWORK DRIVES GREATER ARPU THAN SOCIAL FOR FINANCIAL APP

Custom Profiles and Lookalike Profiles helped ETMoney reach 100 cr in Asset Under Management (AUM) in just 9 months



## BACKGROUND AND OBJECTIVE

Popular investment manager app, ET Money was looking to expand its user base and get more users to transact. Designed to 'Simplify the Financial Journey of Indians', ET Money offers an easy-to-use investment platform on mobile.

The objective was to drive real ROI to the app and to scale the number of unique transactions after users install the app on their mobile devices. The solution was to employ Custom Profiles and Lookalike Profiles to help ET Money amplify its business growth.

ET Money crossed over Rs.100 crore in assets under management (investments) and had over 100,000 investors on-board in just nine months. Colombia Audience Network (CAN) had a significant role to play in this growth in user base and business.

"The strength of the TIL brands and the superior targeting abilities of CAN allowed us to reach and influence people with spending potential and intent. When we weigh LTV against CAC, ROI from CAN far outweighs social and search networks. The real magic is how one leverages and experiments with the targeting and ad copies to hit the sweet spot."

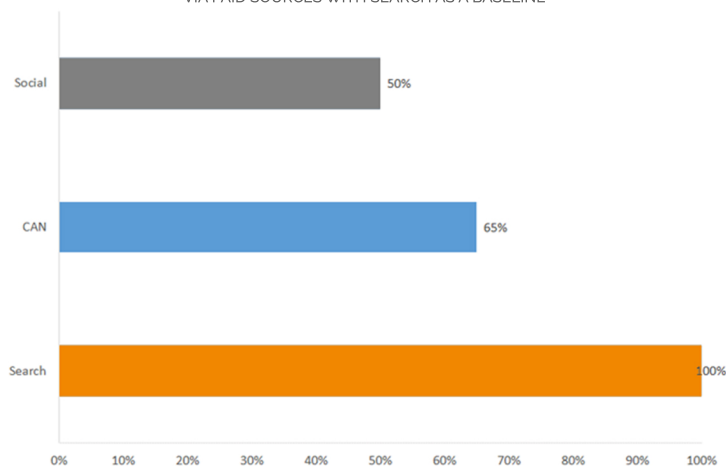
**Vivek Pandey, Vice President,  
Times Internet Limited**



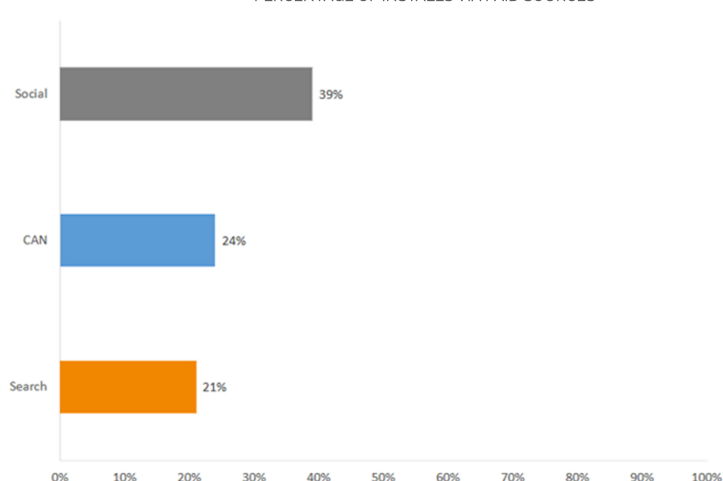
# APPROACH

- Colombia's smart marketing platform allows marketers to use their first-party advertising IDs to create Custom Profiles & Lookalike Profiles to target those users
- Analysing the Ad IDs on the ET Money and ET apps, Custom Profiles and Lookalike Profiles were created to target them with relevant ads on the Colombia Audience Network
- The Custom Profiles were defined based on existing ET Money Investors and their other relevant financial app interests
- The Lookalike Profiles were defined analysing user behaviour on CAN properties which matched with that of ET Money's transacting users.
- These audience segments were then customized and targeted based on the following campaign objectives:
  1. Get user to install
  2. Get user to transact
- These audiences were targeted with relevant ads via Colombia Audience Network for a period of **90 days**

AVERAGE REVENUE PER USER (ARPU) PER INSTALL VIA PAID SOURCES WITH SEARCH AS A BASELINE



PERCENTAGE OF INSTALLS VIA PAID SOURCES



## CAMPAIGN PERFORMANCE HIGHLIGHTS:

The CP and LP integration drove a massive change in campaign results:

1. Colombia Audience Network drove **24% of ETMoney paid installs**
2. **22% more Average Revenue Per User (ARPU)** per install than those via Social
3. **2x increase** in transactions via Custom Profiles and Lookalike Profiles campaigns when compared to standard targeted campaigns
4. **20% more transacting user per install** was in Custom Profiles and Lookalike Profiles campaigns when compared to standard targeted campaigns
5. **25% higher CTR** of Custom Profiles and Lookalike Profiles campaigns in comparison with standard targeted **campaigns**