



 **applabs**
Advertise where it Matters

 **BAJAJ
FINSERV**

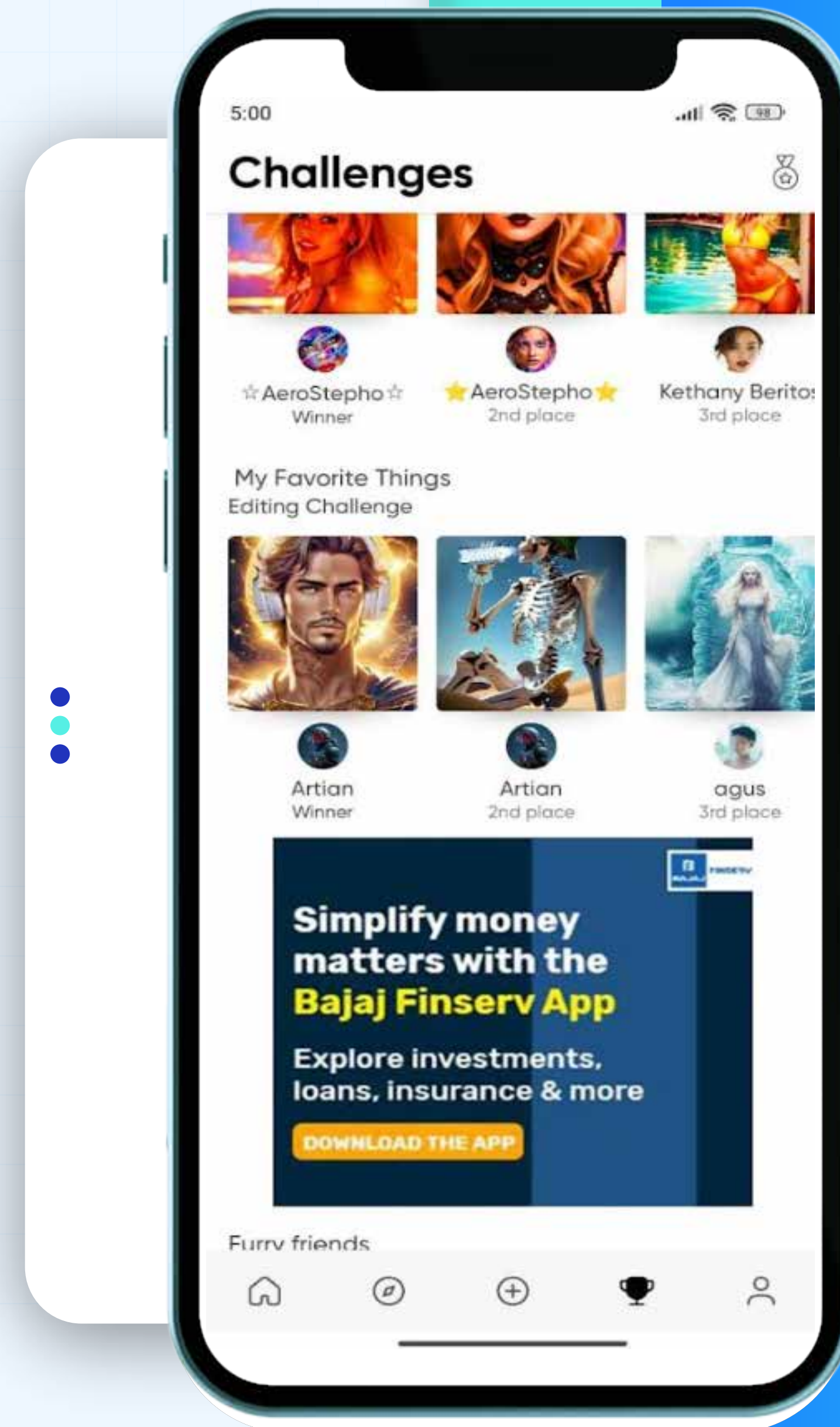
Smart Finance, Simple Solutions CPR Campaign



Campaign Objectives

Bajaj Finserv, a trusted financial services provider in India, wanted Applabs to:

- Increase User Acquisition and Maintain High Engagement
- Reach the Right Audience
- Drive Loan Applications while maintaining a registration rate above 85%





Campaign Strategy

Since Bajaj Finserv wanted to reach audiences across India, our indepth audience segmentation helped target:



Targeting (PAN India):

 21-40 of Age
(Male & Female)



Smartphone
Users



Metros, Tier 1,2, 3 cities
across India

Attributes:



White Collar Professionals,
Use phones Above INR 15K

Appography:



Audiences with Competitor apps,
make online payments, shop online

Verticals:

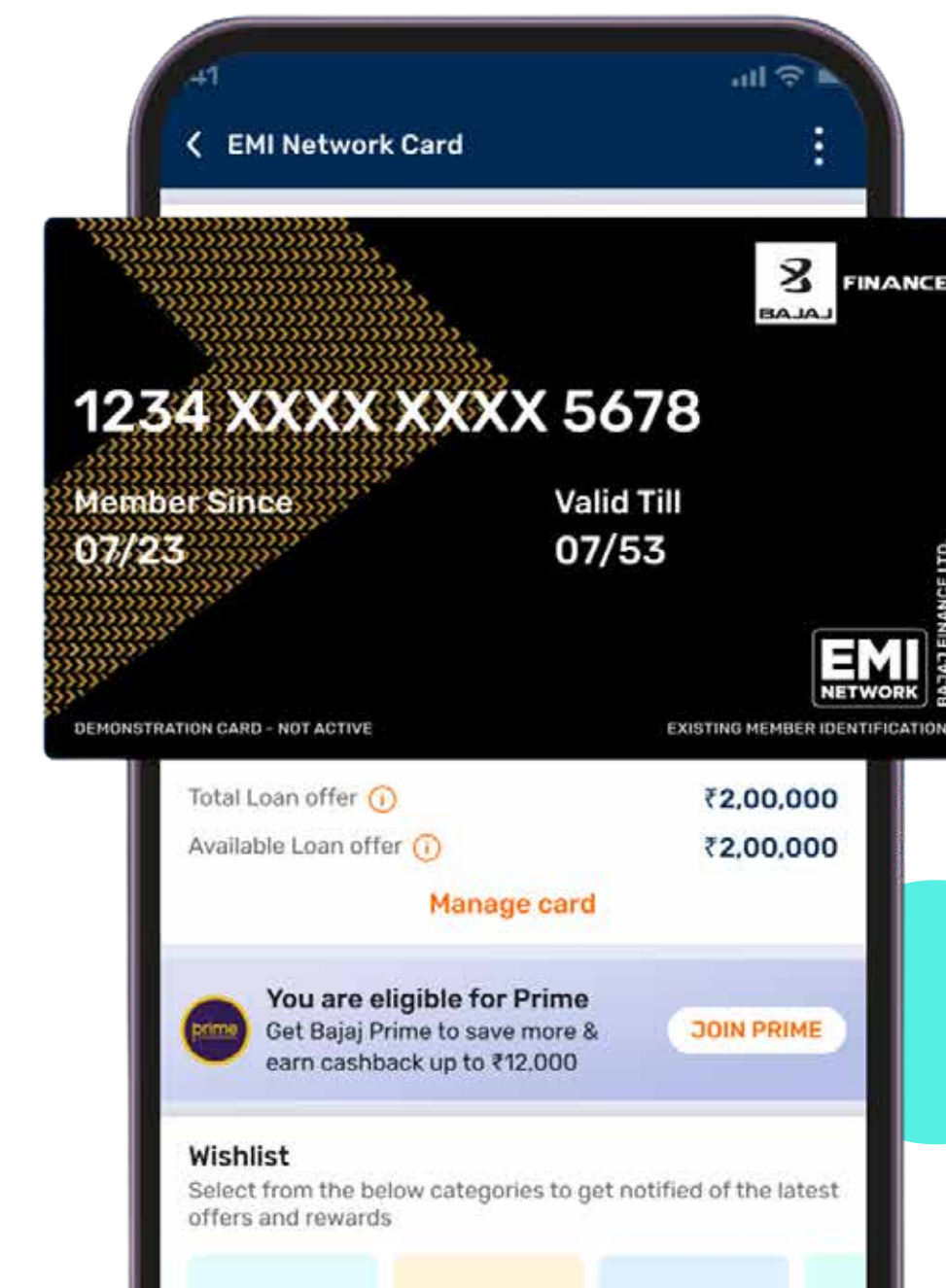


Lifestyle | News |
Entertainment

Placements:



In-App





The Intelligence Behind the Execution

The campaign combined intent intelligence, contextual precision, and brand safety to drive meaningful outcomes:

AUDIENCE DISCOVERY

- Built high-intent lookalike audiences
- Eliminated overlap across targeting layers
- Prioritised users most likely to transact

INTENT SIGNALS

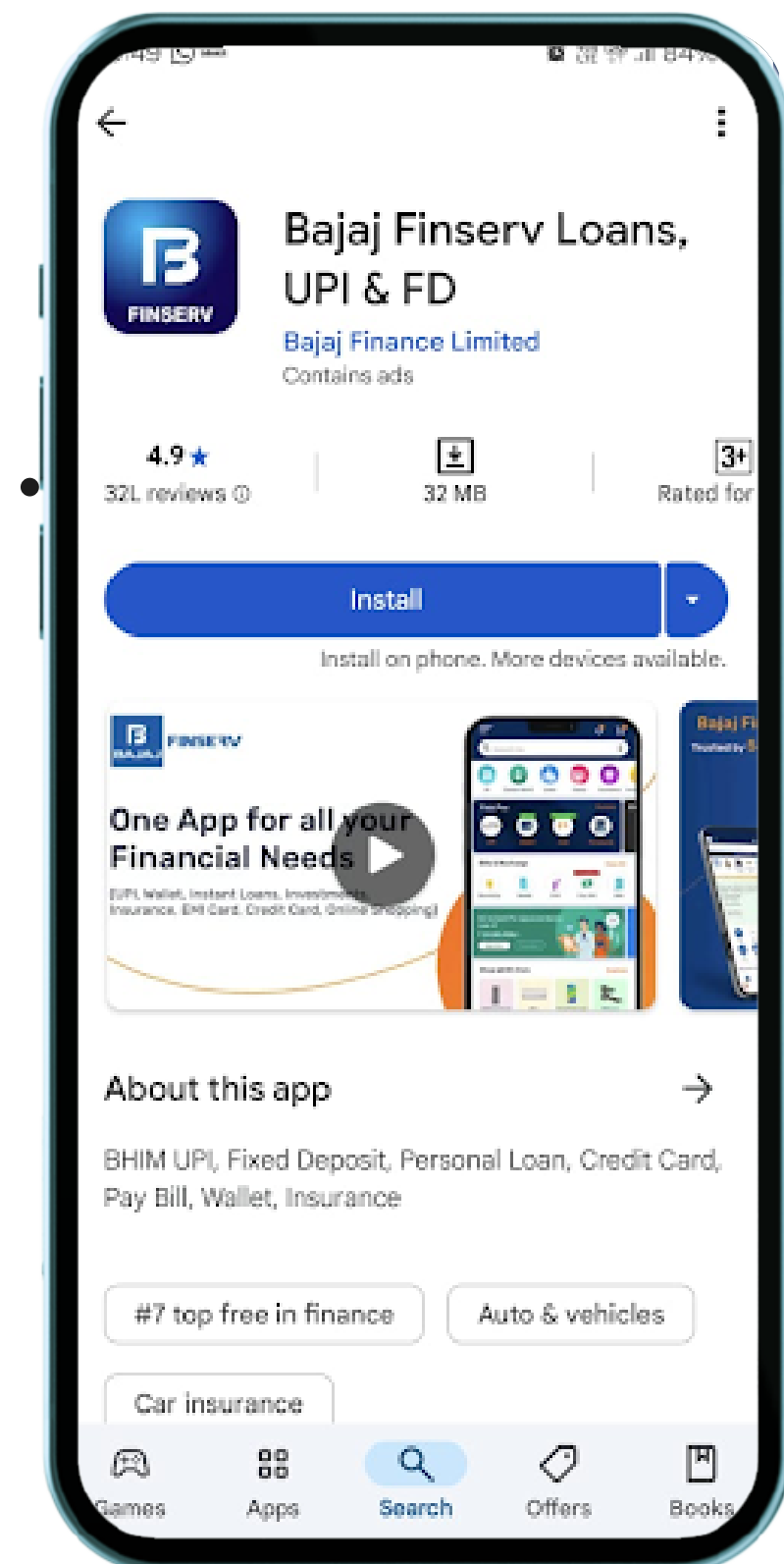
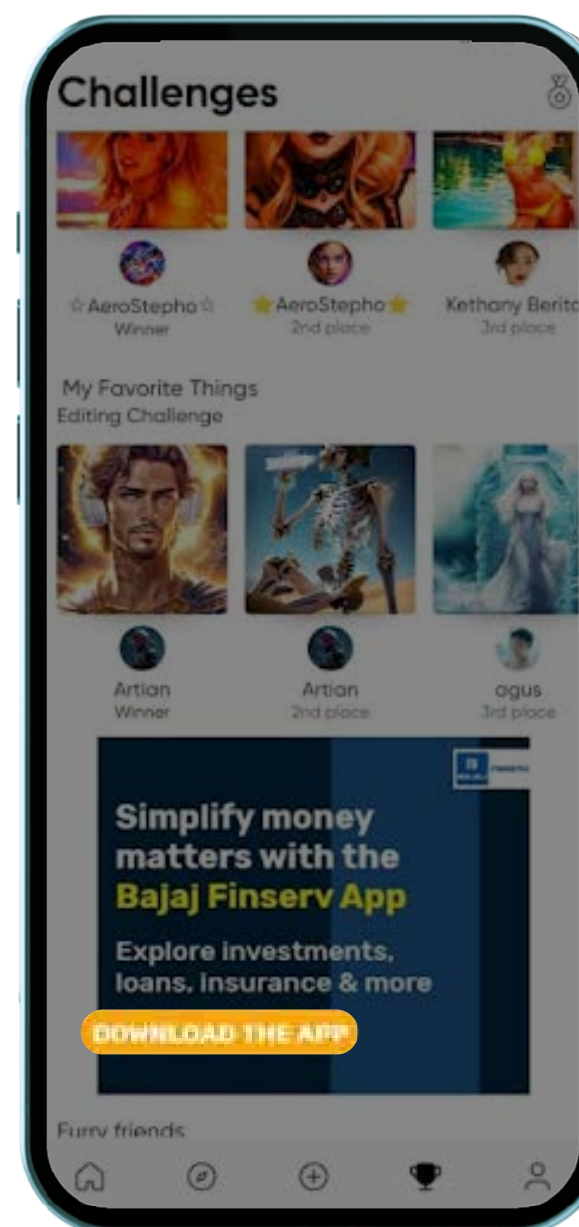
- Activated wallet-specific intent data
- Identified active digital payment explorers
- Moved beyond generic demographic targeting

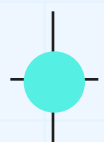
PLACEMENT & CONTEXT

- Delivered ads in payment-relevant environments
- Matched creative to user context
- Improved attention and recall

TRUST & BRAND SAFETY

- Ensured fraud-free, clean impressions
- Blocked unsafe and low-quality inventory
- Maintained consistent media quality





What This Execution Changed

The strategy delivered quality growth while protecting performance and brand integrity:

USER QUALITY

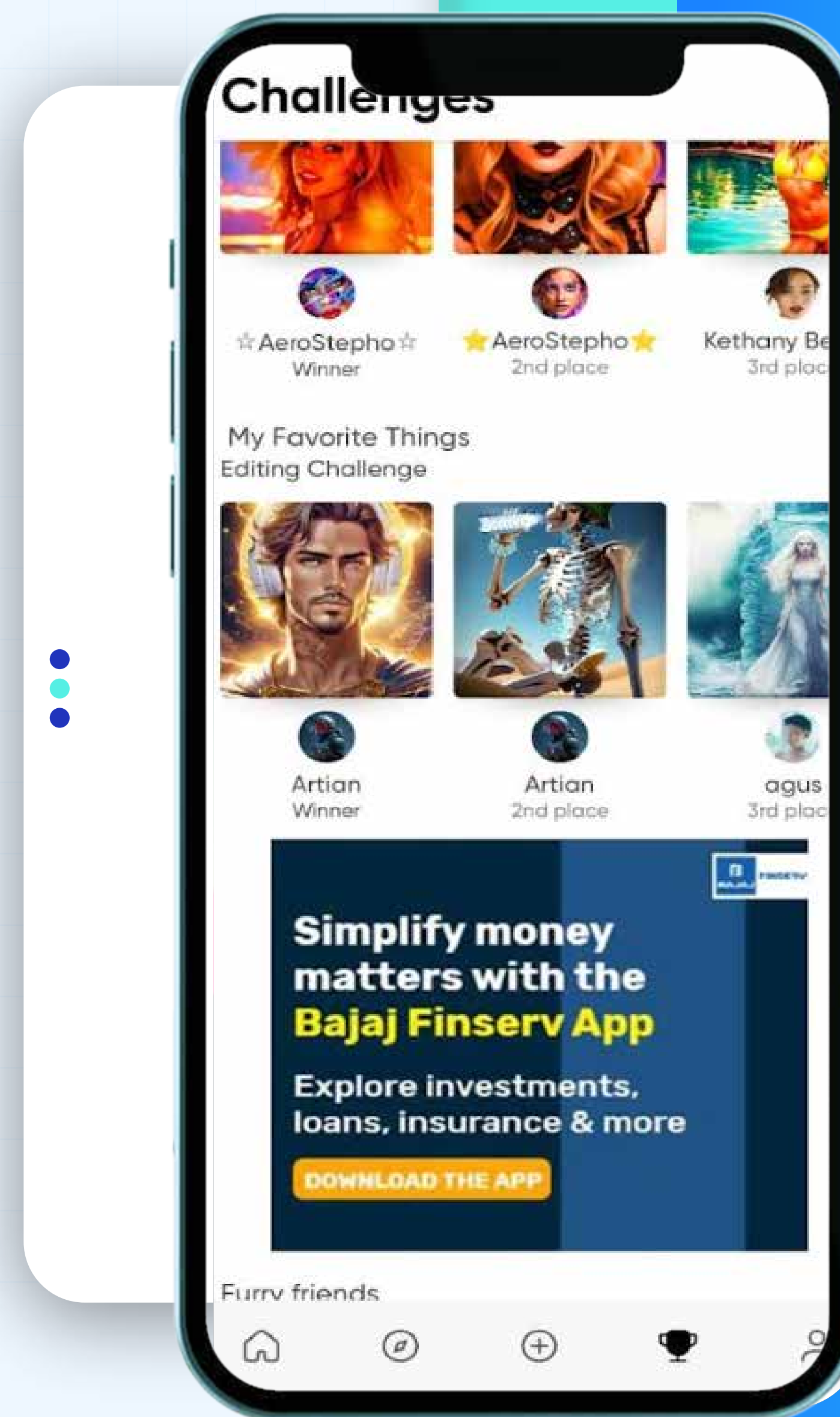
- Attracted high-conversion users
- Increased repeat and loyal wallet usage
- Improved long-term user value

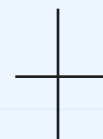
MEDIA EFFICIENCY

- Reduced wastage through smarter targeting
- Optimised CPA without increasing spends
- Improved ROI at scale

BRAND CONFIDENCE

- Delivered ads only in trusted ecosystems
- Ensured full transparency and safety
- Strengthened confidence in digital investments





Results

Results reflected effective user acquisition with exceptional install-to-registration performance:

26M+
Clicks

2.8M+
Installs

2.6M+
Complete Registration

11%
Click to Install Rate

91%
Registration Rate

About Applabs

At Applabs, we let advertisers connect to their audience through OEM & Premium Mobile Apps to make an impact and drive results.

Our technology fine-tunes the campaigns to ensure the desired user journey to achieve the KPIs at reasonable price point.

