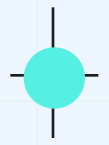




 **applabs**
Advertise where it Matters

 **MobiKwik**

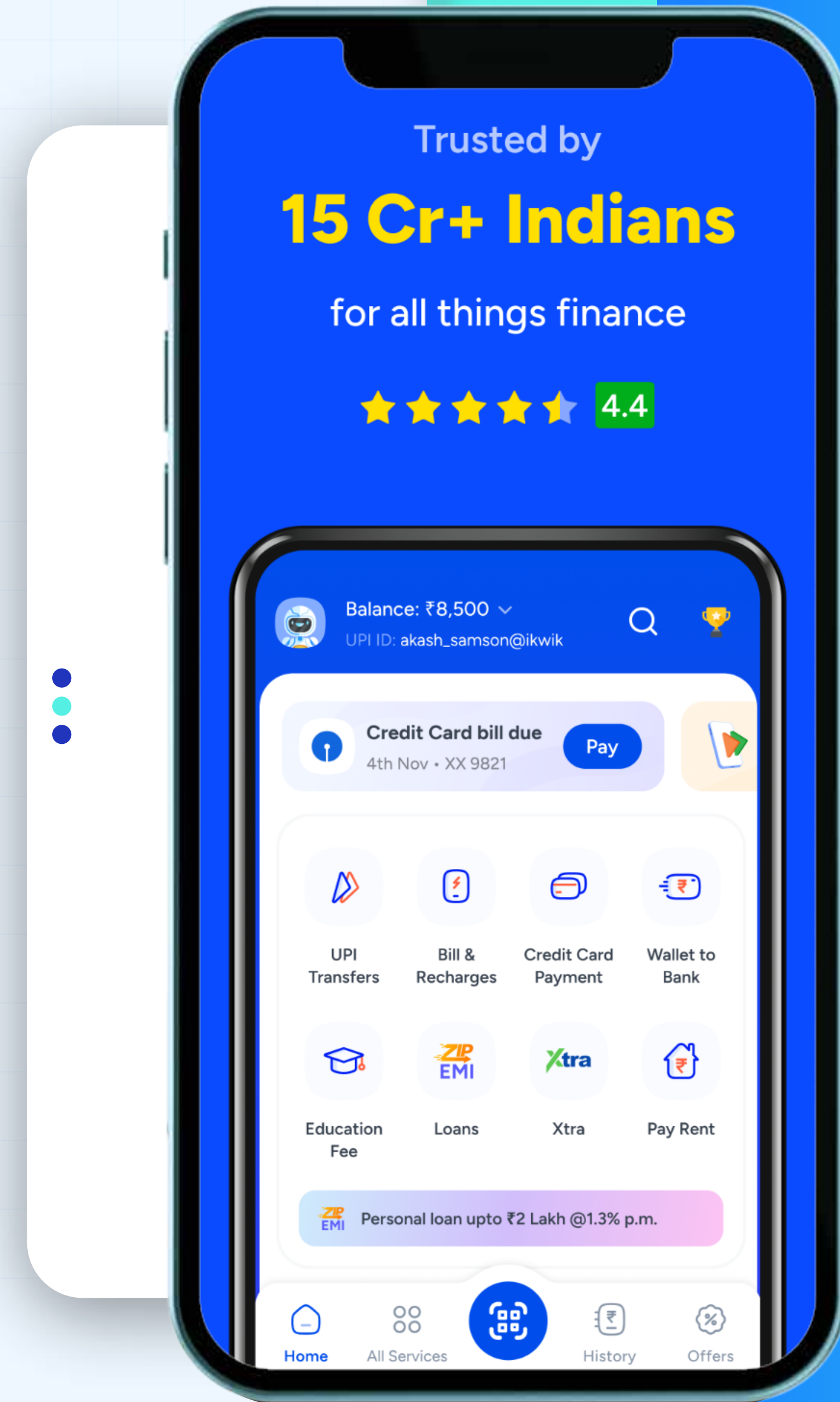
Campaign Type: CPR



Campaign Objectives

Being a popular digital wallet app MobiKwik wanted to

- Reach the Right Audience
- Boost App Installs
- Boost UPI Transactions
- Stay Ahead of Competition





Mobikwik

Campaign Strategy

MobiKwik wanted to increase the installs as well as the user retention on the app so the brand targeted the following audience segment using our AI/ML enabled algorithm:

Targeting:



18-40+ of Age
(Male & Female)



Smartphone
Users



Working
Professionals



Students



Located Pan
India

Placements:

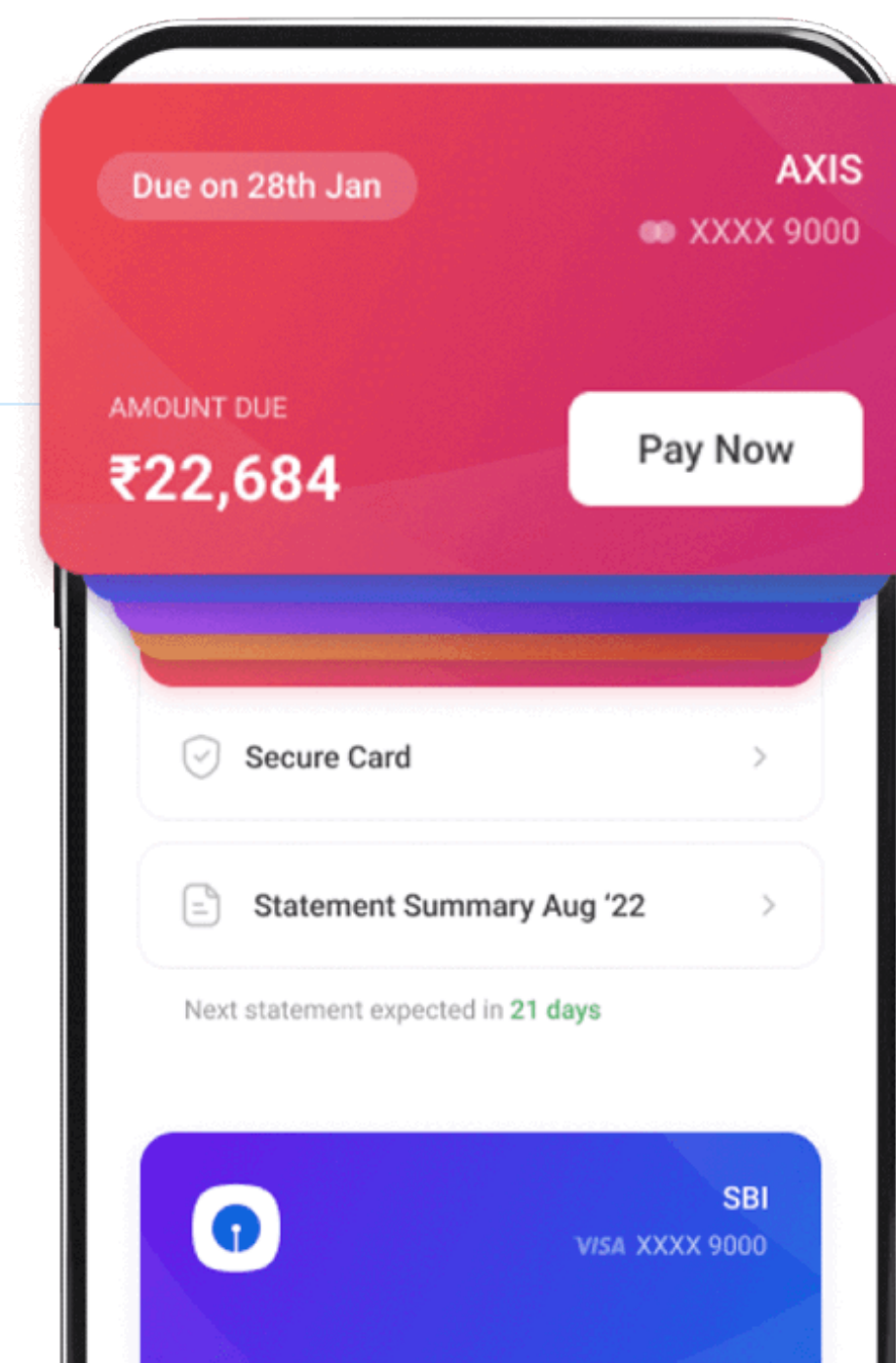


In-App

Attributes:



Banner Ads





The Intelligence Behind the Execution

From Data to Decisions: How Proprietary AI, real user signals, and precision targeting formed the backbone of execution.

Smarter Audience Discovery

- Lookalike audiences from high-intent wallet users
- Removed audience overlap
- Focused on high-conversion users

Contextual + Placement Intelligence

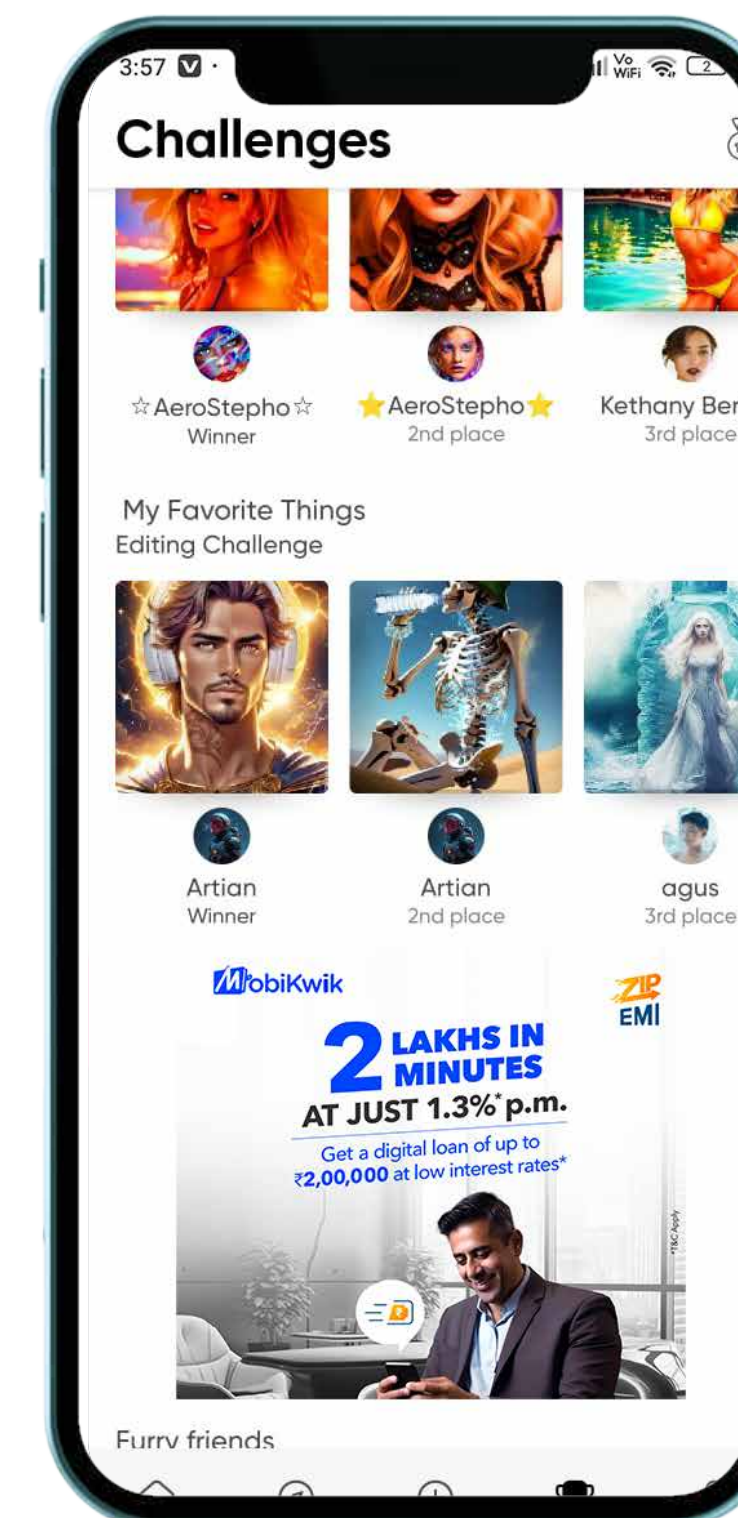
- Ads placed in payment-relevant environments.
- Creative-context alignment improved recall

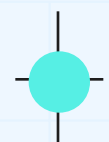
Intent-Led User Acquisition

- DMP + premium third-party intent signals
- Targeted active digital payment explorers
- Shifted from broad fintech to wallet-specific intent

Built-in Trust & Safety Layer

- AI-driven fraud detection ensured clean impressions
- Brand safety controls maintained media quality at scale





What This Execution Changed

Execution choices directly translated into stronger quality metrics and long-term value.

Higher-Quality Users

- Higher conversions via intent-led targeting
- More repeat users, fewer one-time installs

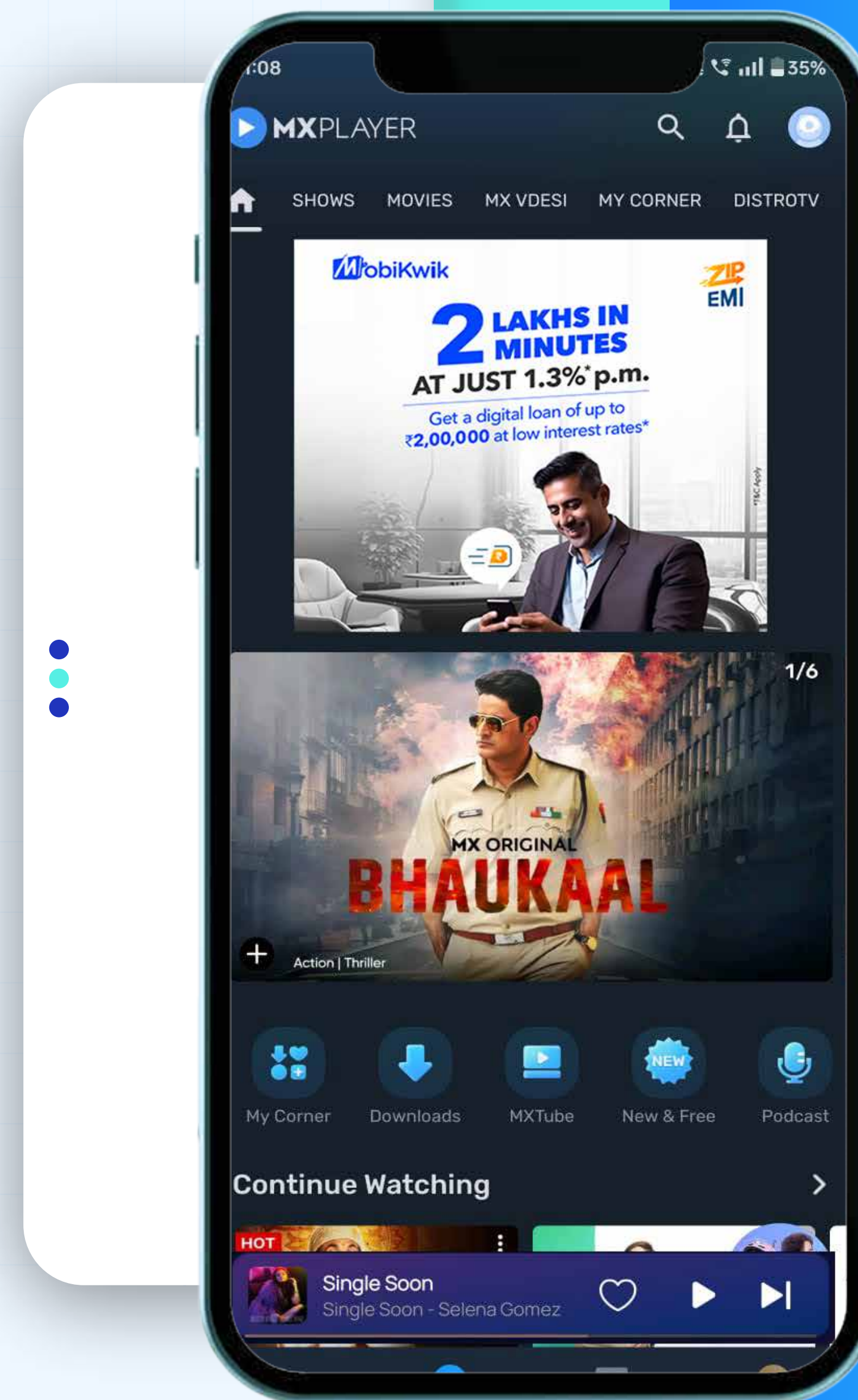
Efficient Media Performance

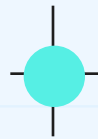
- Reduced wastage by eliminating overlap
- Better ROI through smarter placements

Stronger Brand Confidence

- Zero exposure to fraud or unsafe environments
- Ads served only in trusted, relevant ecosystems

This wasn't just media execution. It was a system designed to attract, convert, and retain the right users.





Results

With this successful campaign MobiKwik was able to achieve:

935M+
Clicks

6.6M+
Installs

358K+
Registration

162K+
First Payment

659K+
UPI

*Oct 2024 to Jan 2025

*Mar 2025 to Oct 2025

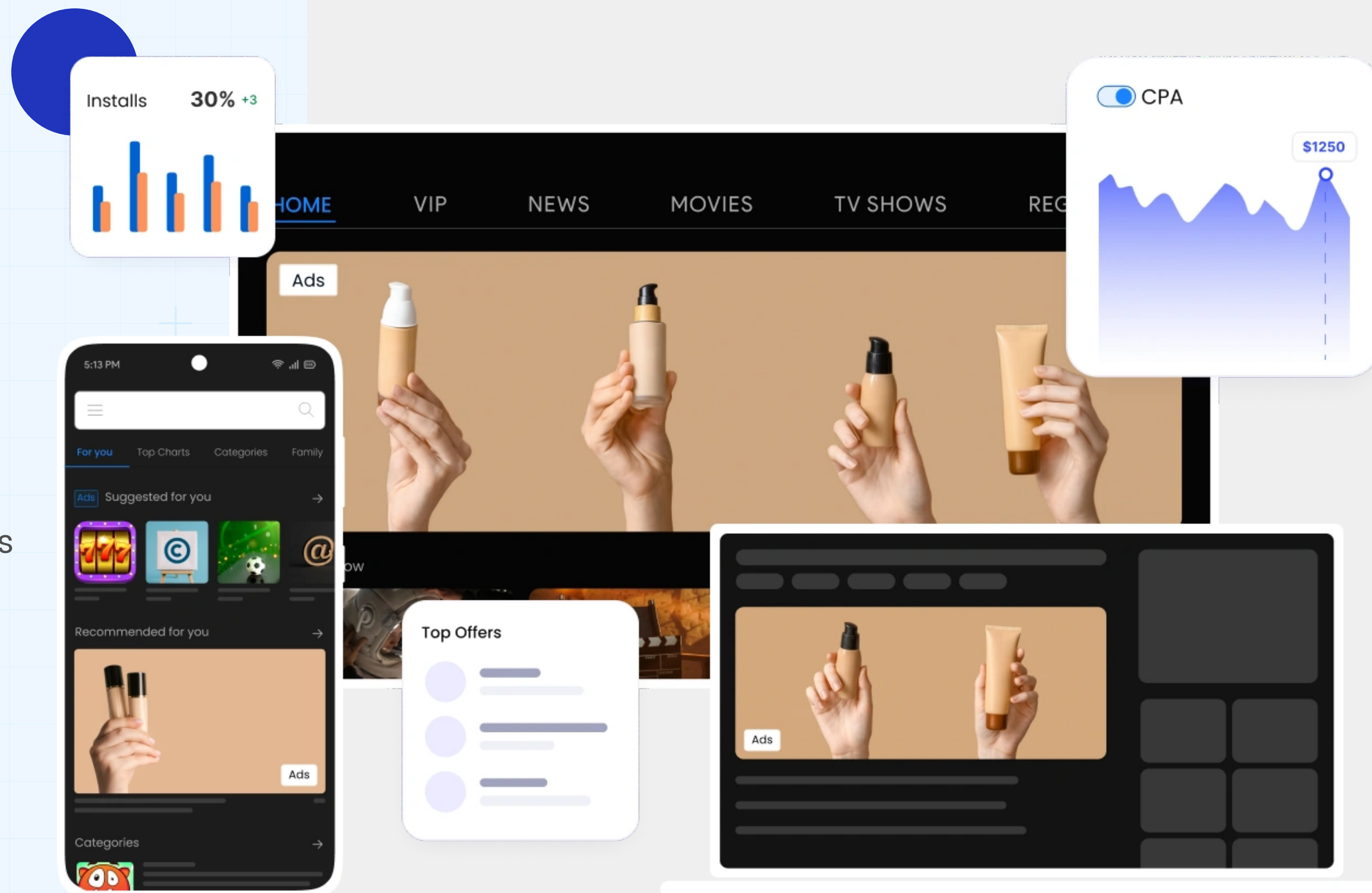
MobiKwik:UPI, Bill Payments & Pay Later





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.



MobiKwik:UPI, Bill Payments & Pay Later



