

Above The Fold Helps FinTech Company Drive App Usage

Overview

A fintech company recently developed a new payment system for commuters and enlisted Above The Fold to increase awareness, adoption, and usage of the new technology in a major metro within Texas.



Our Solution

Above The Fold targeted auto drivers that were traveling through nearly 200 curated locations with geo-fence technology. We then layered on 3rd party data to then further filter that geo-fence audience to only include targets that were users of relevant technology and service providers.

Above The Fold created display ads that were specifically interesting and relevant to that target audience. Ads would serve to users on mobile devices on websites or apps they were visiting. The ads would drive users to the website to request access to the app.

Tags were placed wherever a key action was taken (phone calls, leads). In addition to the digital tracking, ongoing communication with the client allowed Above The Fold to optimize the creative in the days and weeks that followed the launch of the campaign.



Results

Within weeks of launching the programmatic campaigns, Above The Fold increased new app signups by nearly 280% and comfortably below the Customer Acquisition Cost goal by precisely targeting the exact audience.

Campaign Results

\$4

Customer Acquisition Cost

279% Increase

New App Sign-up/Users