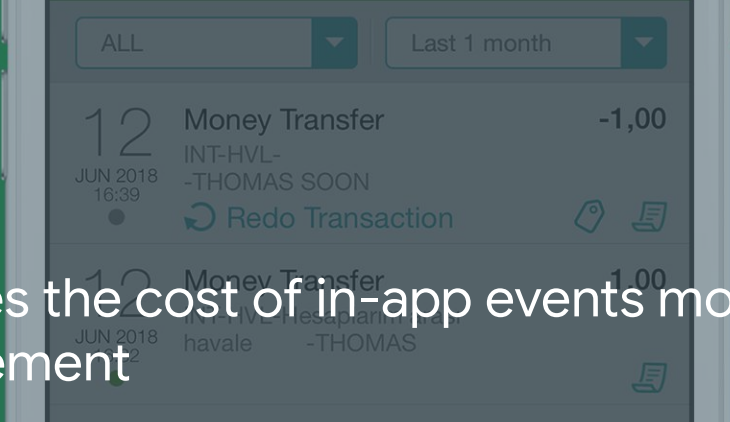


Garanti Bank decreases the cost of in-app events more than 60% with App Campaigns for Engagement



“We decreased our cost per login by 60% thanks to App Campaigns for Engagement. We’ve already started using it for other in-app activities beyond login, and we are planning to expand it to other banking products.”

Bora Uludüz

Senior Vice President, Digital Banking, Garanti Bank

Business Objectives

- Maximize in-app engagement & transactions
- Re-engage with customers who have not logged into app within 90 days

Implementation Strategy

- Focused on ACe and included a healthy mix of deep links & creative assets for targeted audience
- In collaboration with their agency adXclusive, ran and tested separate ACe campaigns to drive maximum in-app engagement

Winning Metrics*

- 60% decrease in cost per login
- 400% increase in total number of in-app transactions
- 5.3K increase in Monthly Active Users

* compared to standard app engagement campaigns prior to ACe





“ We decreased our cost per login by 60% thanks to App Campaigns for Engagement. We’ve already started using it for other in-app activities beyond login, and we are planning to expand it to other banking products. ”

Bora Uludüz, Senior Vice President, Digital Banking, Garanti Bank