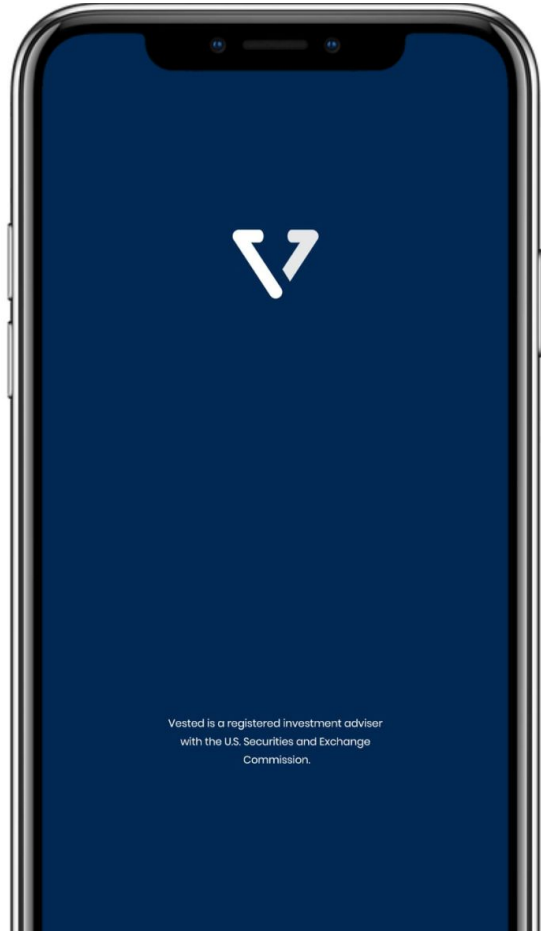


**Vested** - Diversify with ease.™



Case Study by Iffort

# About The Brand



## **Vested Finance Inc.**

With Vested, investing in the US stock market has never been easier. One can now invest in US stocks and ETF from India, safely and legally.

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# The Challenges

Crowded Market

Negative  
sentiments for  
global stock market

Bringing in quality  
investors

Scaling efficiently

Lack of control due  
to automated app  
campaigns

Ad wastage



# The Strategy

**Optimisation for acquisition,  
not down the funnel in-app  
actions!**

Rather than focusing on in-app actions that were down the funnel (increasing the CAC), the strategy was towards acquiring prospective customers at a lower cost and driving the in-app actions through remarketing campaigns (optimising the spend).


**Reducing the dependency on  
UAC campaigns by leveraging  
multiple customer data touch  
points**

Very few customisation options are available while running a universal app campaign on Google, hence, leaving brands with very little control.

Multiple customer touch points were created and used to run acquisition campaigns on Facebook -

- 75% video viewers
- Time spent on website
- Custom Audiences
- Lookalike audiences, etc.





**Deep tracking of targeted  
in-app actions**

While the optimisation was happening basis the acquisition, deep tracking of targeted in-app actions were used to ensure that spends are made on quality customers.

## **Creative Personalisation**

Regular A/B tests were done at each stage of the funnel basis the cohorts and platforms to find the best fit.

# The Result

177% reduction in Customer Acquisition Cost

30% completion rate of the targeted in-app actions



Thanks