

TIKKIE BECOMES #1 FINANCE APP STRIKING QUALITY USER ACQUISITION

Tikkie by ABN-AMRO is the #7 Finance app in The Netherlands. By using Tikkie, all your friends can pay you back whenever necessary. It's quick and easy. And the best is that it's completely free and it works with all the banks within The Netherlands.

OBJECTIVE

To become the leader in its category for both Android and iOS versions. reaching a steady amount of new highly-engaged daily users, the app partnered up with Adzarena. That's how Tikkie was able to run quality cost-per-install based campaigns with an extremely difficult registration process. as the users need to fill in personal bank details to register effectively into the app.

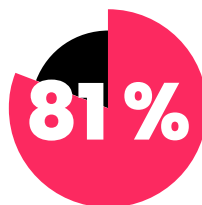
STRATEGY

Optimize continuously the acquisition campaigns towards its ideal audience and quality rate, while protecting company's brand equity by delivering ads on top ad placements - selected manually- giving the app full transparency on ad placement. The selection of the right publishers was challenging and pivotal to success as the users need to fill very sensitive information to complete the registration process.

RESULTS

1.500
3.000

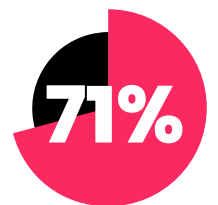
iOS
Daily Installs



iOS Average
Registration Rate

1.000
2.000

Android
Daily Installs



Android
Average Quality*

The Cost-per-Installation campaign is running for +72 months for the Android and iOS versions of the app in The Netherlands with an average of 7.000-7.000 new daily users for a 79% iOS Average Quality Rate and a 77% Android Average Quality rate in a small market

(*) Registration Rate .

