

CASE STUDY

How Reliz CTV optimisation brought 25% more installs to regular app campaigns for Finansbank

Client

QNB Finansbank - one of the largest privately-managed banks in Turkiye, ranked at top 5 banks in the Fintech industry in the country.

Time frame: H1'24

Top results



Additional 25% of installs generated with CTV.

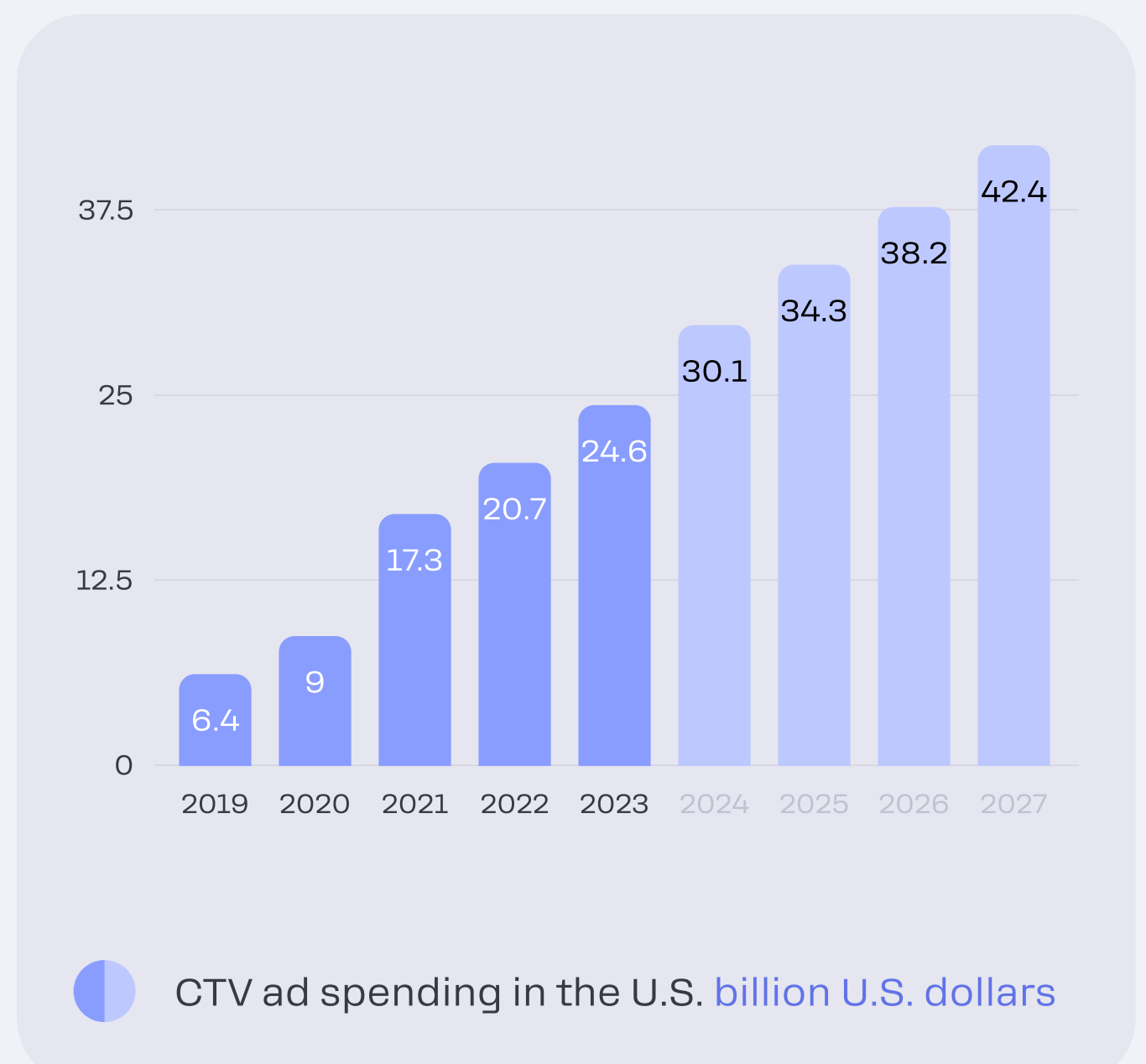


CTV installs brought 45% more in-app events on top of regular app performance campaigns.

Setting the scene

Connected TV's growing popularity and success in digital ads for apps are projected to grow further to almost USD 30B in 2024. Day by day we observe many brands actively taking the advantage of streamline services to reach their targeted audience.

Reliz has been watching this space closely to ensure our clients get the maximum value out of our partnership, and CTV traffic became a key player on this front. Thus, QNB Finansbank in Turkiye was one of the first partners to connect to their users on CTV with our support.



The Challenge

- 1 CTV is still a new and evolving area in digital, hence it is perceived cautiously within apps space.
- 2 Difficult to define KPIs and reflect on the traditional performance metrics (Conversion Rate, Click-To-Install, Install-To-Registration, In-App), as CTV traffic provides very promising reach.
- 3 Fraud-related concerns.

The Approach

1 Reliz team adhered to Finansbank creatives only and scaled the campaign with just 4 video creatives.

2 In-app actions and traditional metrics were reported on a weekly basis to observe the dynamic.

3 Fraud concern addressed by Reliz with the help of close monitoring on placement and verifying with the MMP.

What We Learnt

- ✓ CTV is the game changer in the app world and it already challenges the current media traffic sources by reaching the exact user audience at optimum cost.
- ✓ Full alignment on creatives with Finansbank helped to successfully scale the app and achieve encouraging results.
- ✓ Rigorous metrics checks with the client helped to see and understand and assess the impact of CTV traffic on the business.

Testimonials from QNB Finansbank Performance Marketing team

“ We didn't have big expectations for CTV at the beginning, we were looking for ways to increase our customer acquisition numbers and wanted to try. However, after we started, we got very good results in line with our KPIs. With the support of the Reliz team, it contributed more than we expected to our customer acquisition numbers with minimum fraud activities in line with our KPIs. ”

Looking Ahead

- ✓ Explore and test other creative formats on CTV to verify the engagement.
- ✓ Create KPIs best practices for app CTV scaling.

