

## CASE STUDY

# How Reliz grew unique users for QNB Finansbank at an optimum CPI level in the first half of 2024?

## 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

**2X**

Installs Growth  
Pace MoM

**2X**

Install to In-App Event  
Conversion Rate MoM

**5.6X**

Unique Account  
Openings

## Setting the scene

Reliz and Finansbank started to collaborate in the apps space in early 2023. Back then we have launched user acquisition campaigns aiming on gaining new app installs to understand the most effective solutions tailored to Finansbank business needs. This prepared us for 2024 new challenges in growing Finansbank apps confidence and success.

## The Challenge

- 1 Ensure Finansbank maintains competitive advantage during the economic boost in the finance industry in Turkiye in 2024.
- 2 Strictly adhere to budget allocation, fraud influence and constantly changing offers run by Finansbank.

## The Approach

1  
Reliz excessively tested various creative sizes and formats to find the perfect balance between CPI and Finansbank's KPIs, as well as ensuring the app's consistent growth.

2  
Broad range of 8 creative sets were actively tested to feed the algorithm and build relevant prediction models.

3  
Weekly client's performance monitoring and communication helped to align on the key objectives and adjust to any urgent requests.

## What We Learnt

- ✓ Reacting swiftly to creative changes helped Reliz to build a highly-performing portfolio and determine the best set for successful results.
- ✓ Keeping fraud traffic under control enabled us to focus on the right placements and drive high-quality traffic whilst keeping stable Click-To-Install rates and achieving 4.39% Install-In-App event ratio for Finansbank.

## Testimonials from QNB Finansbank Performance Marketing team

“ While we are increasing our install volume with the current regulations in the financial sector, it is very difficult to also scale the Install to In-App Event Conversion Rate. We achieved a full-funnel improvement with optimizations and creative changes. It is very pleasing for us to work with a partner with whom we discuss new strategies together and carry out A/B tests. ”

## Looking Ahead

- ✓ Continue scaling the current campaigns and support Finansbank with new challenges.
- ✓ Explore and scale CTV campaigns potential to support the growth.

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