



Increasing conversions with Audience Builder

Akbank Direct already provides its users an incredibly efficient way to apply for a personal loan, could Akbank increase the success rate of the applicants through deeper segmentation?

AKBANK

"Audience Builder has been a game changer for us. We're more efficient, our sales have increased and our costs have decreased. For the first time in the bank's history, we're outperforming the physical branches. I'd say this is a huge result."

Serhat YILDIRIM
Head of Digital Banking Division



Goal

Akbank's performance marketing team focuses on generating new traffic sources, then converting the traffic into sales in a profitable way. The goal for any of their digital marketing channels is to drive sales and generate a higher return on ad spend. As a team, they are constantly digging into the data to increase conversions, proving that they have a positive impact on the bank's total market share. They are also always optimizing towards decreasing the cost per conversion. Through their deep data analysis they've managed to pinpoint the best way to maximize their sales while holding the cost per conversion at the minimum level.

With the release of Audience Builder, they challenged themselves with a new goal: maximize personal loan adoption on Akbank Direkt in a profitable way while increasing Akbank's total market share.

"Audience Builder gave us an extra layer of segmentation. We have our own internal definition of what qualifies as an active user and because we're measuring each stage of the funnel, we want to make sure we're not targeting users who are already in the middle of an application process. Audience Builder made this type of segmentation really easy for us."

Tolga Kuzdere
Performance Marketing Assistant Manager

Problem

Akbank needed a way to quickly find their current customers on digital channels and have these customers apply for a personal loan. Credit scores are dynamic, constantly changing over time, so in order for Akbank

"We recognize our business imperative behind connecting with diverse financial backgrounds – people who have different credit scores and financial statuses. Thanks to the Audience Builder, we understand and engage with our customers better than before and deliver them personalized experiences through our ads."

Oktay Kalem
Vice President, Digital Marketing and Sales

to target the right people at the right time, they needed to access their customers' credit scores. This limited the campaign to targeting only their active customer base – not targeting new app downloads.

Converting new customers to the app also didn't work as targeting criteria; in order to apply for a personal loan via the app they needed to have already set up an Akbank Direct password. Without this, customers are stuck leaving their information to request a phone call from their call centre, or visiting one of the bank branches directly.

Akbank were already using the Facebook partner module in Adjust's dashboard, connecting their Akbank Direct app to their Facebook Ads account. This allowed them to immediately feed all their user data into Facebook.

The data was plugged directly into Facebook Custom Audiences allowing them to target the specific customers who not only needed cash immediately but also had the highest credit scores.

Using Facebook's dynamic interest and behavior targeting lists, they were also able to pinpoint the group of people who tended to have higher credit scores based on probabilistic methodology. By targeting as many related interests and behaviors as possible, they were able to pinpoint which groups tended to have higher credit score than others.

By intersecting the active users being fed through the partner modules with these Facebook targeting groups, they were already able to increase the number of personal loans sold and lower the per unit cost of loans sold.

On Facebook's side, Akbank used deep links to direct the re-targeted users directly to the loan application in the App. When they first logged in, users could see the loan application and get an instant response through SMS or on the screen. It currently takes under 3 minutes for users to be approved for a loan.

The question was, could Audience Builder help them increase the number of successful loan applications even further and lower the cost of sale even more?

The Solution

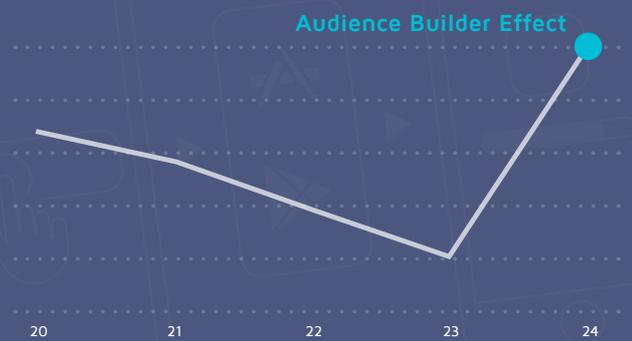
Using Audience Builder, Akbank were able to segment their user base even further, using any event they were tracking in Adjust, within any timeframe. Audiences automatically update when a user meets the given conditions, and Akbank could generate lists of advertising IDs from any of their created audiences to cross-check credit worthiness within their own CRM system.

Uploading these device ids to their system, they managed to target the highly qualified leads for the personal loan usage. Audience builder helped them to act quicker and more precise.

For example, a personal loan application can stay valid for 23 days, and by tracking application and conversion events with Adjust, they were able to create audiences based on this criteria - excluding people still in the application process, and targeting those who were active and who didn't have an active application.

Because Akbank were only targeting people who had good credit or were pre-approved, and who are also an active mobile app user, they lowered their unit price per loan sold and also increased their overall loan approval rating.

Successful Personal Loan Usages in Facebook



When they launched their first campaigns using Audience Builder in that month:

10% to 30%

They saw that approved loan applicants went from 10% to 30%

60%

Comparing to the previous week, they increased the total successful personal loan usages by 60%

Audience builder supported the Performance Marketing team to increase their total share of personal loan sales:

15%

Before Audience Builder, Facebook's total share of converting users into personal loan borrowers was 5% and with Audience Builder it climbed to 15%.

45%

After Audience Builder, Facebook's share jumped to 45% of total personal loan borrowers for the Akbank Direkt Mobile App.

60%

When comparing this against the additional targeting achieved with Audience Builder, the unit price of sales improved by 60% with Facebook advertising.



Adjust is a business intelligence platform for mobile apps with a focus on user acquisition, fraud prevention, and app marketing. The Berlin-based tech company provides the highest quality analytics and attribution solutions for companies, worldwide. With Adjust's opensource SDK, app developers can identify, in real time, which advertising campaign has led to an app installation, how much money users spend on in-app purchases, or when a user is most likely to uninstall the app, among other features.

Adjust is a Facebook Marketing Partner and a Twitter Marketing Platform Partner. More than 20,000 apps have implemented Adjust's solutions to improve their performance. Among those are clients like Zalando, Rovio and Zynga as well as global brands like Microsoft and Warner Bros. Founded in Berlin in 2012, today Adjust has fourteen offices across five continents: Beijing, Berlin, Istanbul, Jakarta, London, New York, Paris, San Francisco, São Paulo, Seoul, Shanghai, Singapore, Sydney and Tokyo.

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