

Keeping top slots in several categories

Garanti Payment Systems worked with adjust to track the release of their new app, BonusFlas. Since its launch on Android and iOS, the app has amassed over 1 million downloads and maintains top slots in several categories.



Garanti Payment Systems, a subsidiary of Turkey's Garanti Bank, started providing services to the payment systems sector in 1999 and quickly rose to the forefront of its field. It is now widely respected as one of the most innovative developers of chip-based multi- and joint-branded card programs, business cards, virtual cards, POS Solutions and e-commerce services.

In 2015 they created a groundbreaking app, BonusFlas, combining all credit card and campaign information into one uniform app environment. The idea behind BonusFlas was to create a one-stop-shop for credit card users where they can find credit card information and campaigns together and also to make payments easily.



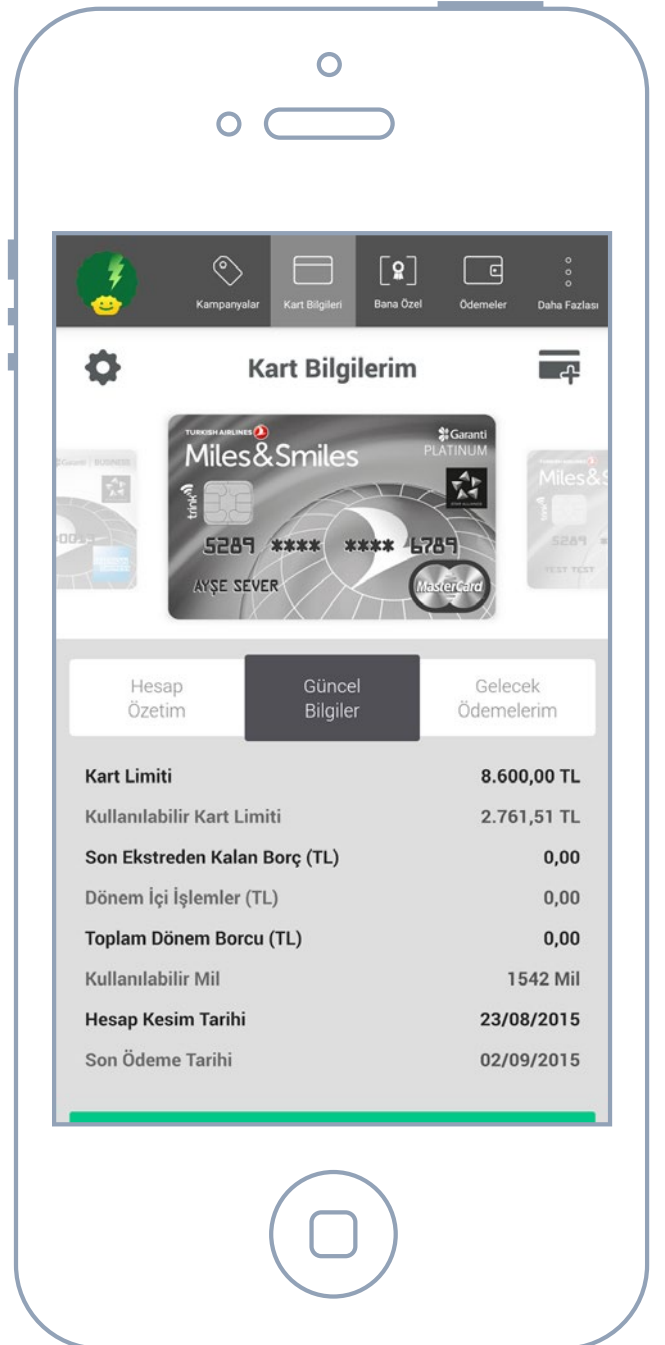
Goal

Garanti Payment Systems needed to track all of their download channels from a single platform, and also needed to work with a partner with a straight-forward and simple integration. Time was critical; they had huge targets to hit and they had little time to waste on a heavy integration process.

The main motivation to work with adjust was the ability to track all marketing channels, including TV, from a single platform. Integration simplicity was a big advantage, with partner modules like Facebook and WyWy allowing an effortless set-up of each new performance channel.

They also tracked in-app events to understand the metrics that would quantify whether a user was engaged or not. For them, an engaged user is anyone who logs in to the app using a customer number or identity number.

In the beginning, the only real goal was to maximize number of installs.



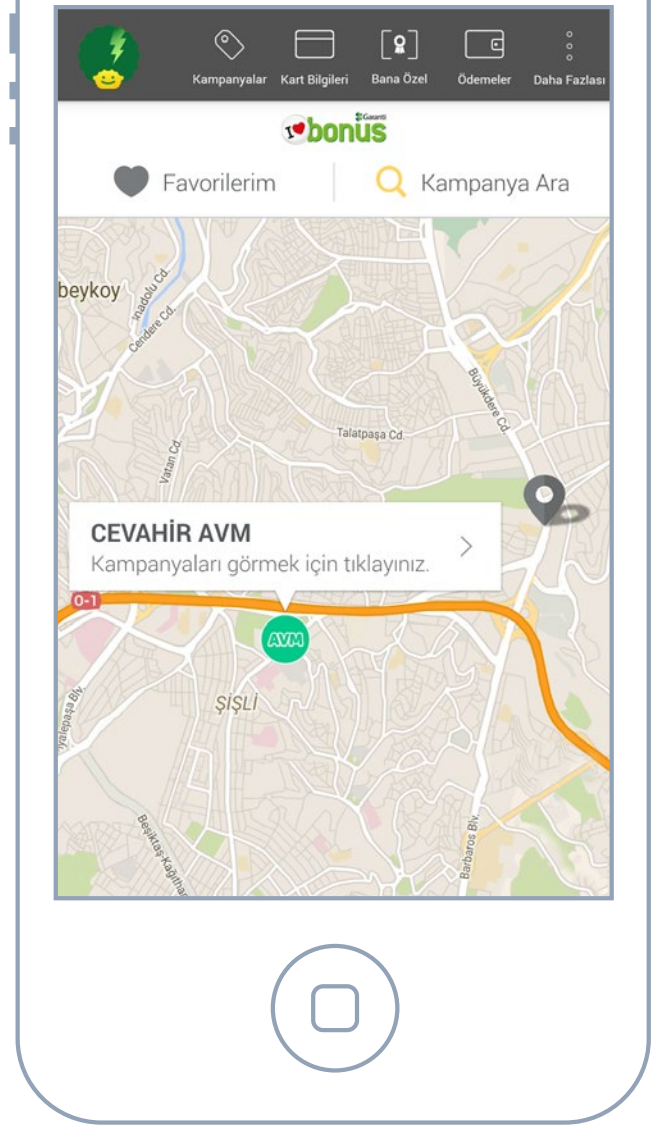
Solution

Garanti Payment Systems implemented both ATL and BTL marketing strategies. After integrating adjust, they started targeting existing credit card customers through their call centers, branches, and ATMs. They were able to track the organic uplift using the cohort analysis.

On mobile, they worked with Google, Facebook, Youtube, Foursquare, and Shazam to drive installs, working with the adjust partner modules and dynamic tracker links to seamlessly sync the install data and optimize campaigns.

Working with the WyWy partner module, they were able to track all of the installs that were delivered through their television adverts.

After the initial launch success, they shifted their focus away from just generating downloads to activation metrics like login rate. Garanti achieved this by tracking all the post install events and working with their partners to optimize to their targets.

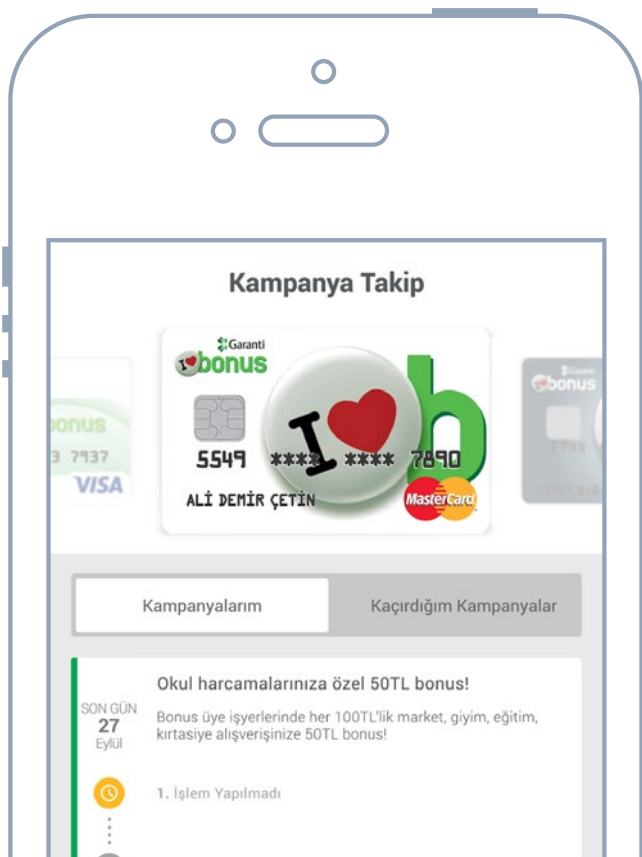


Results

BonusFlas has now had over 1 million downloads in the 75 days since launch. They rank #1 in 'Finance' and #3 in the 'Free' category in the App Store, and #1 in 'trending and top free apps' in the Play Store.

Being able to track their campaigns with such detail meant they could measure their success promoting BonusFlas across all of their marketing channels. Surprisingly, Television performed very well for them and, overall, they saw day 7 retention rates that were up to 5% higher than their organic installs, 1.5 times more sessions per user, and longer time spent in each session.

They have recently integrated deep links into their apps and have plans to start running large scale retargeting and re-engagement campaigns in the coming months.



adjust is a fast-growing mobile attribution and analytics company with offices in Berlin, San Francisco, Tokyo and Istanbul, placing a high premium on scientific statistics and a user-friendly product. It helps mobile marketers understand where their most valuable users come from, what they do, and how to re-engage with them inside or outside their app.

adjust is also an official Facebook and Twitter Mobile Measurement Partner and integrated with more than 500 networks and partners globally. adjust is ePrivacy certified, uses SSL encryption for data transfer, and is the only mobile analytics company to meet the most stringent privacy compliance standards internationally. Clients include Universal Music, Viacom, Scopely, Kingsoft, DeNA, BuzzFeed Inc. and Deutsche Telekom.

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