

# Driving Growth, Achieving Goals: Banksathi's Success Story



## From Insight to Impact

**Industry:** Fintech | **Location:** India | **Solution:** Apptrove (MMP)



**The challenges:** Complex app marketing, campaign optimization, and fraud prevention.



**Goals:** Rapid scaling, maximizing ROI, and secure growth.



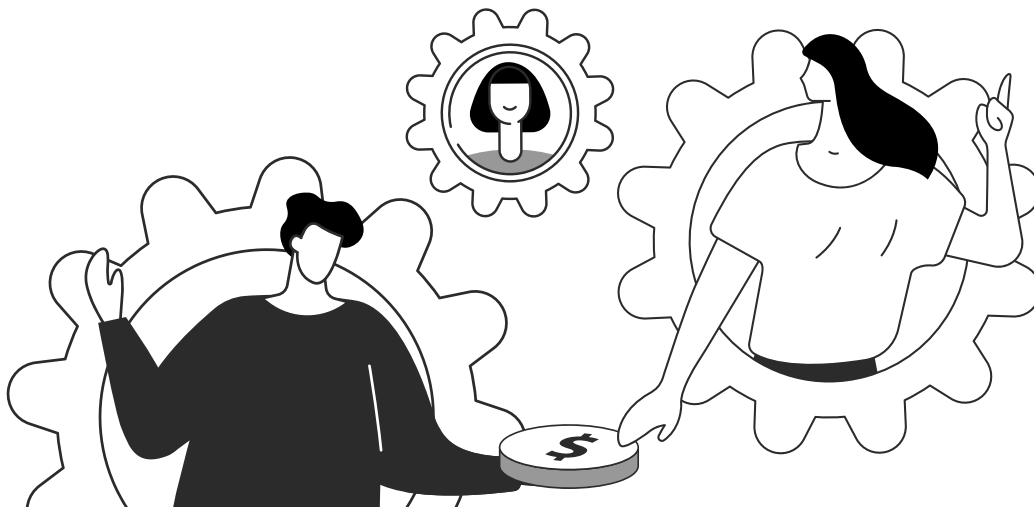
**Solution:** A trusted MMP to streamline processes and drive performance.

# Beyond Boundaries: Making Financial Solutions Accessible to All

## About Banksathi

Banksathi was founded in 2019 with the vision of simplifying financial product distribution and bridging the gap between financial institutions and consumers, particularly in underserved regions of India. By enabling partners to offer tailored solutions, Banksathi continues to expand its presence in the fintech space. The platform provides access to loans, insurance, and credit cards, revolutionizing financial accessibility for its users.

As the company grew, they recognized the need for a more efficient way to manage their app marketing and data. Their goal was to streamline campaign tracking, reduce inefficiencies, and create a seamless experience for both their team and partners. Apptrove's platform was the perfect fit, offering the clarity and precision Banksathi needed to scale successfully.



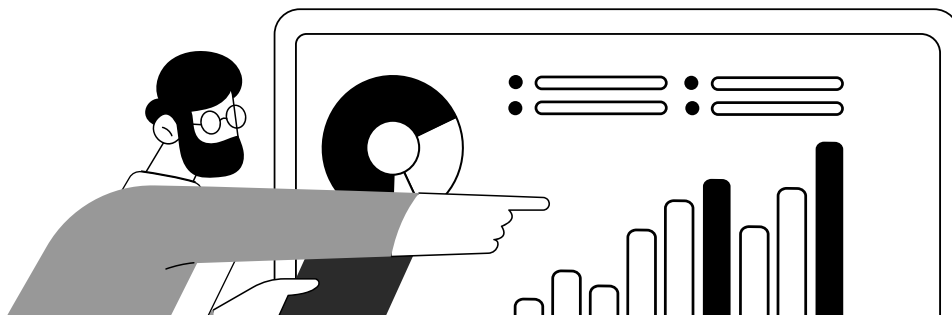
# The Need for Smarter Data to Stay Ahead

## The Quest for a Better MMP

**Insights and fraud-free performance set the foundation for Growth.**

As Banksathi's network grew, so did the complexity of managing campaigns. With an increasing volume of data coming from a diverse partner ecosystem, it became challenging to identify what was working and what wasn't. The company needed a solution that could provide clear insights into campaign performance, highlight high-performing partners, and, most importantly, prevent fraud from distorting results. The platform they initially adopted fell short of meeting their evolving needs. Transitioning to Apptrove MMP solution with advanced fraud detection, intuitive tools, and detailed performance insights brought a transformative shift, enabling streamlined operations and a sharper focus on what truly mattered.

By optimizing resources and refining marketing strategies, they achieved better ROI and operational efficiency. With the right support, they confidently scaled their reach, deepened their impact in the fintech space, and unlocked sustainable growth opportunities. This strategic change laid the foundation for long-term success and innovation.



# The Reality of Rapid Growth: Juggling Data, Partner Fraud, and Lack of Insights

## Challenges Faced

Like many fast-growing companies, Banksathi faced significant challenges as they expanded:



**Overwhelming Data Volumes:** Managing and analyzing the data from 80,000+ partners became increasingly complex and error-prone.



**Malicious activity:** Fraudulent installs and in-app events undermined ROI by distorting data, wasting marketing resources, and misguiding campaign strategies.

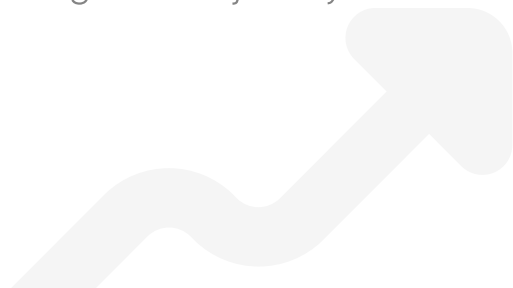


**Lack of Visibility into Partner Quality:** With so many partners contributing to campaigns, it was difficult to distinguish the high performers from the low-quality ones.



**Inefficient Resource Allocation:** Without actionable insights, decision-making was delayed, and opportunities for optimization were missed.

These challenges made it clear that Banksathi needed a more effective, reliable solution to continue their growth trajectory.



# Achieving Excellence: Banksathi's Journey to Effective Growth with Apptrove

## The Solution

Efficient campaigns, clearer insights, bigger results.

Banksathi's experience with Apptrove brought significant improvements to their operations. The onboarding process was described as "fast and sorted," allowing Banksathi to integrate Apptrove's tools into their workflow with minimal delays. Once implemented, the benefits became apparent:

Apptrove's user interface was particularly appreciated for its clarity and functionality. The platform provided detailed reports on campaign performance, fraud detection, installs, in-app events, and partner activities. This gave Banksathi's team the ability to evaluate and optimize campaigns with greater confidence.

The ability to track and compare partner performance was transformative. Banksathi could now identify which partners were driving quality results and allocate resources accordingly. This was especially crucial given the scale of their operations. Additionally, Apptrove's fraud detection tools helped identify over 32,000 fraudulent activities, saving the company significant costs and ensuring the integrity of its data.

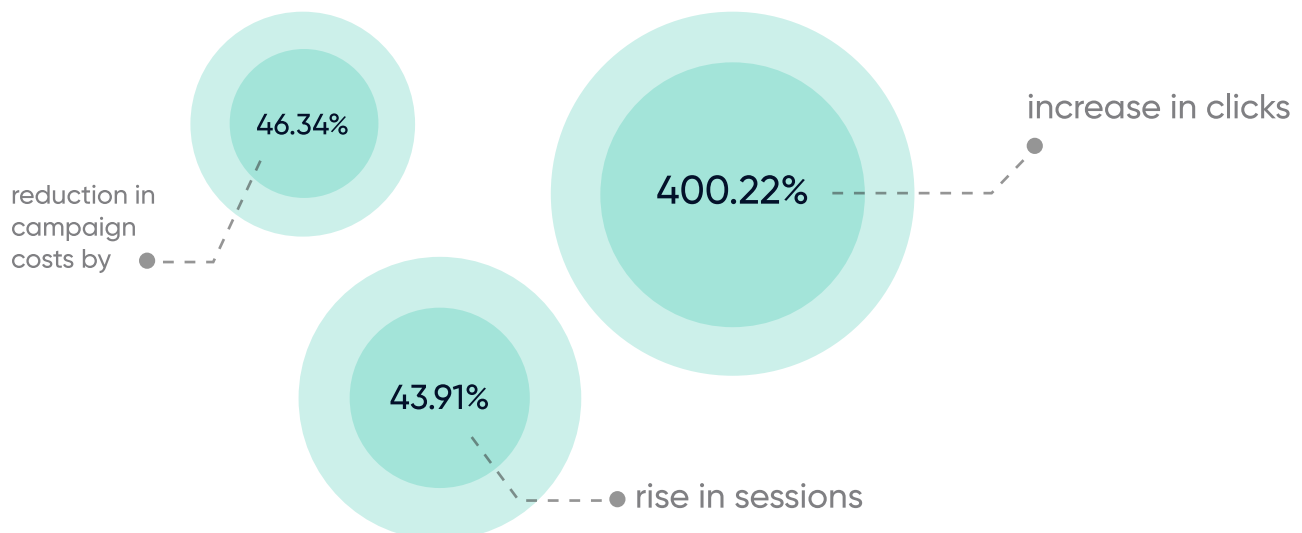


# Behind the Numbers: Apptrove's Magic in Accelerating Banksathi's Growth

## Detailed Analysis and Insights

The data from Q3 and Q4 underscores the transformative impact of this solution. While there was a 400.22% increase in clicks and a 43.91% rise in sessions, challenges such as a decline in impressions and accepted installs were also observed. These metrics reflect the dynamic nature of app marketing, where success is driven by continuous optimization and adaptability.

What stands out is the role of Apptrove's fraud detection tools, which identified over 32,000 fraudulent activities in just one year. This not only saved Banksathi significant costs but also ensured that their campaigns were built on authentic and reliable data. The reduction in campaign costs by 46.34% further exemplifies the efficiency brought about by this solution.



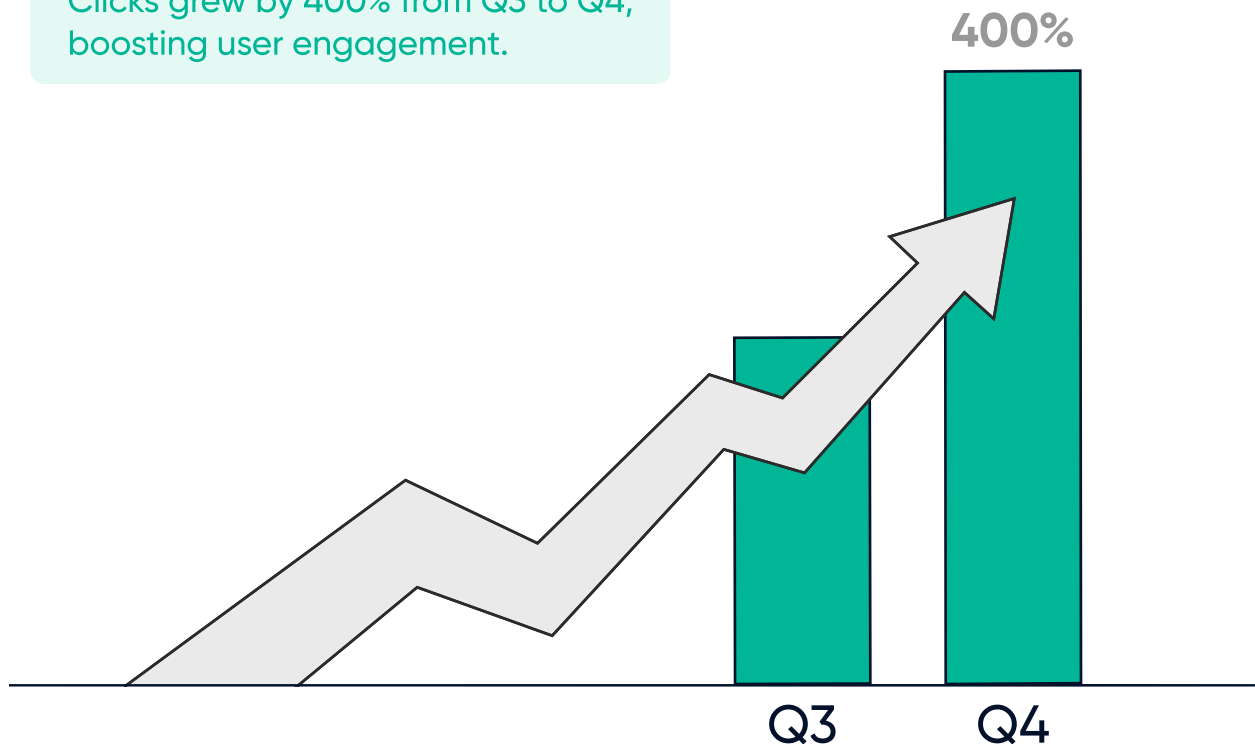
# Behind the Numbers: Apptrove's Magic in Accelerating Banksaathi's Growth

Banksaathi's performance data between Q3 and Q4 demonstrates the measurable impact of using Apptrove:



**Clicks:** Increased from 627,506,003 in Q3 to 3,138,913,633 in Q4, representing a staggering growth of 400.22%. This surge indicated heightened user engagement driven by optimized campaigns.

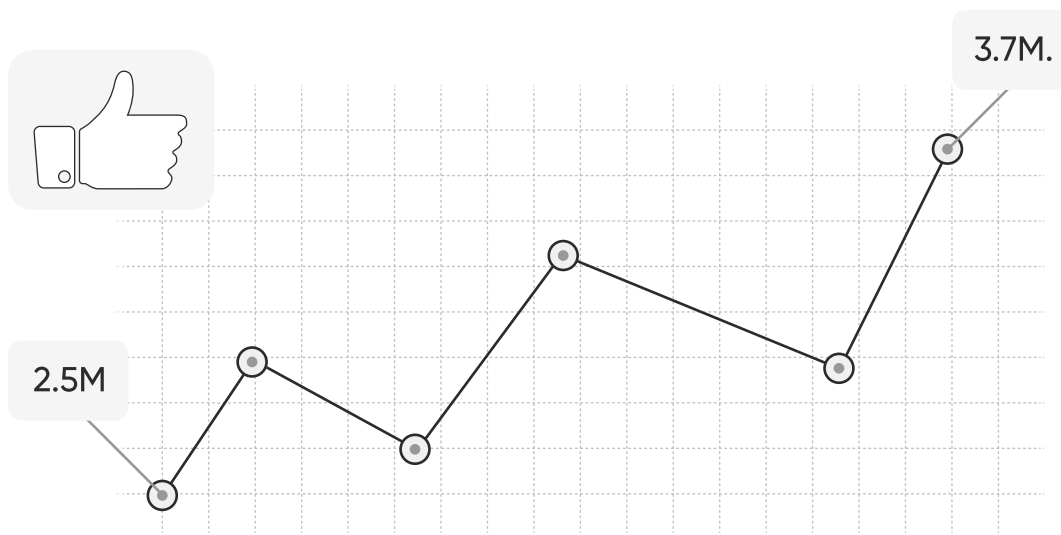
Clicks grew by 400% from Q3 to Q4,  
boosting user engagement.





**Sessions:** Grew by 43.91%, from 2,586,871 in Q3 to 3,722,787 in Q4, reflecting increased user activity on the app.

Sessions increased by 44%,  
reflecting more active users



**Rejected Installs:** Rose by 419.93%, from 31,438 in Q3 to 163,457 in Q4. This increase highlighted the role of Apptrove's fraud detection tools in filtering out low-quality traffic.

Rejected installs surged by 420%,  
highlighting fraud prevention.

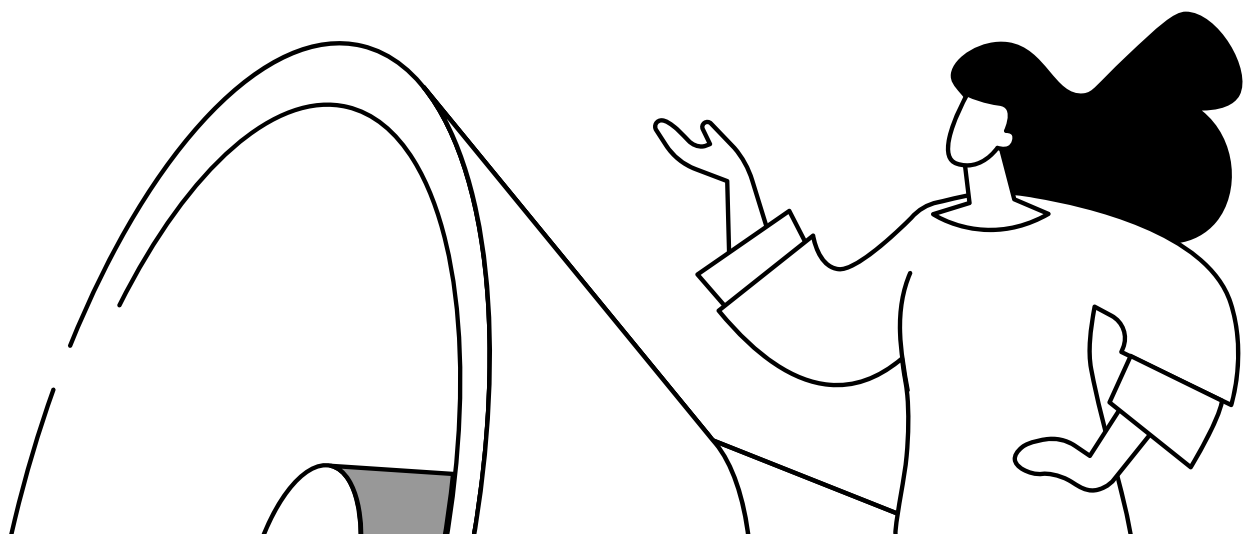






**Campaign Cost:** Reduced significantly by 46.34%, from ₹197,914.74 in Q3 to ₹106,205.35 in Q4. This reduction exemplified Apptrove's contribution to better cost efficiency.

Campaign cost reduced by 46%,  
showcasing better cost efficiency.



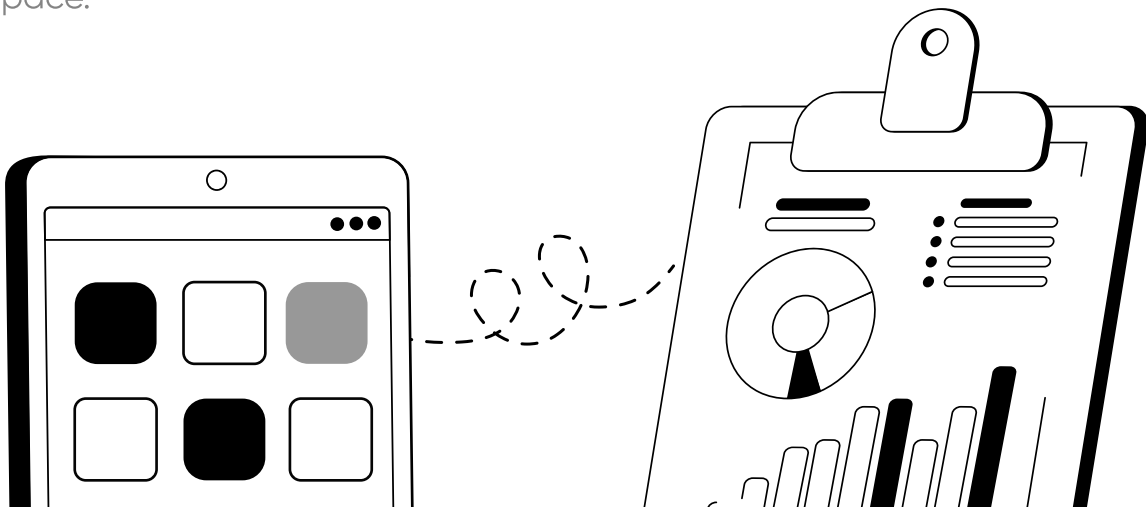
# The Bottom Line: Banksathi's Transformation with Apptrove

## The Impact

Banksathi's use of Apptrove's MMP platform marked a turning point in their app marketing strategy. By addressing critical challenges and providing clear, actionable insights, Banksathi was able to streamline operations, reduce inefficiencies, and improve campaign performance. Key outcomes included:

- Proactive fraud detection that saved significant costs.
- Enhanced ROI through better resource allocation and genuine user engagement.
- Quicker and more confident decision-making, thanks to Apptrove's detailed reporting tools.

For Apptrove, Banksathi's success story reaffirms the platform's capability to deliver impactful solutions tailored to the unique needs of fast-growing businesses in the fintech space.



# Charting New Marketing Paths: A Journey Toward Greater Impact

## Concluding Thoughts

"Apptrove helps me keep track of my ROI goals without being blinded by vanity metrics. With this MMP integrated into our systems, I have an eagle-eye view of all that's happening in the Banksathi app. The custom event tracking feature has come in handy while calculating the typical user conversion cycle and overall effectiveness of channel partners. While the anti-fraud functionalities have helped us ensure that our app and budget are safe from bots. Apptrove has helped us tread into new markets, niches and partner channels with confidence. I couldn't have asked for a better platform!"

Moti Lal Saini  
Head of Digital Marketing, Banksathi

