

Scaling Crypto Growth with Precision, Speed, and Security



From Insight to Impact

Industry: Fintech | **Markets:** Global | **Product:** Approve



The Challenges: Incomplete attribution, unverified traffic & performance blind spots



The Goal: Data clarity, efficient budget usage, and long-term user retention



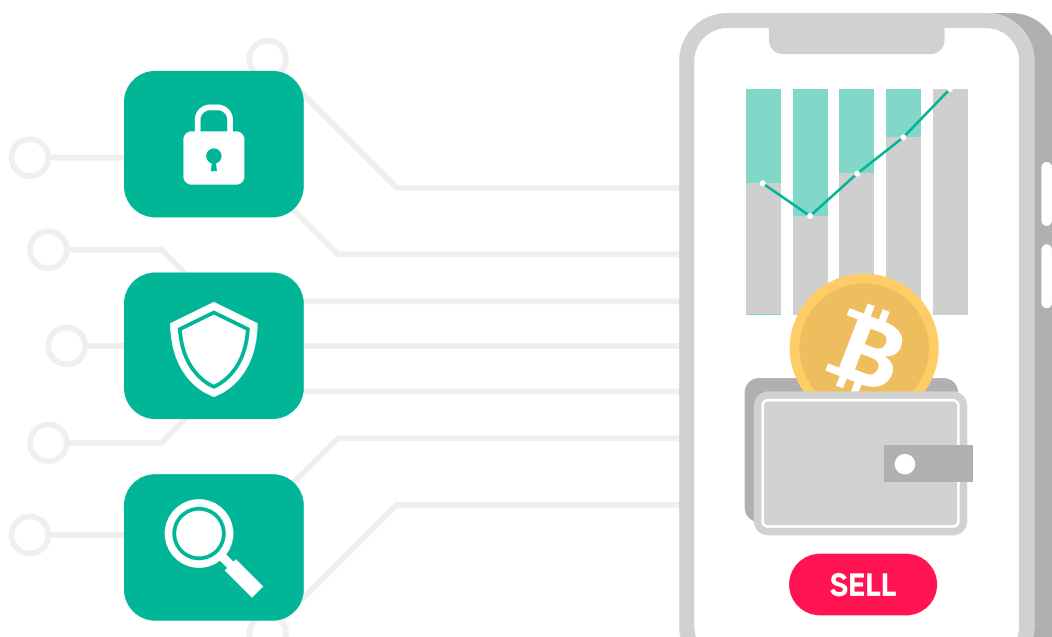
The Solution: An MMP to bring full-funnel visibility, from installs to trades

Powering the Future of Crypto Derivatives Trading

About Delta Exchange

Delta Exchange is a globally recognized platform for trading crypto derivatives, offering futures and options on BTC, ETH, and altcoins. The mobile app is at the heart of their user experience, enabling fast, secure, and flexible trading for retail and institutional investors alike.

In 2024, as Delta pushed for mobile-led growth, it encountered a lack of transparency in its campaign performance. Fraud, fragmented reporting, and inability to measure ROAS were costing them both users and revenue.



Delta Exchange Needed an MMP Built for the Crypto Curve

The Challenge

Fragmented insights, manual analysis, and unreliable traffic quality

Delta Exchange was scaling aggressively but couldn't distinguish quality users from bad traffic. Key challenges included:



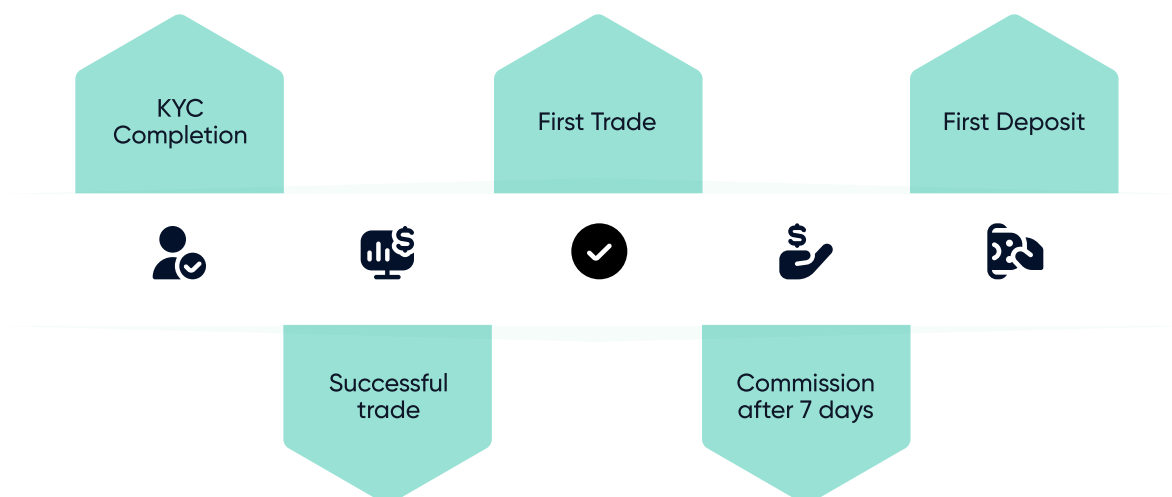
Precision-Driven Campaign Intelligence with Apptrove

The Solution

Going from isolated installs to full-funnel insights

Delta Exchange partnered with Apptrove to unify performance data across every acquisition touchpoint.

- Integrated with 150+ ad and affiliate partners
- Set up 20+ deep links across campaigns, landing flows, banners
- S2S CRM sync to validate in-app trading events in real-time
- Implemented custom event tracking for:



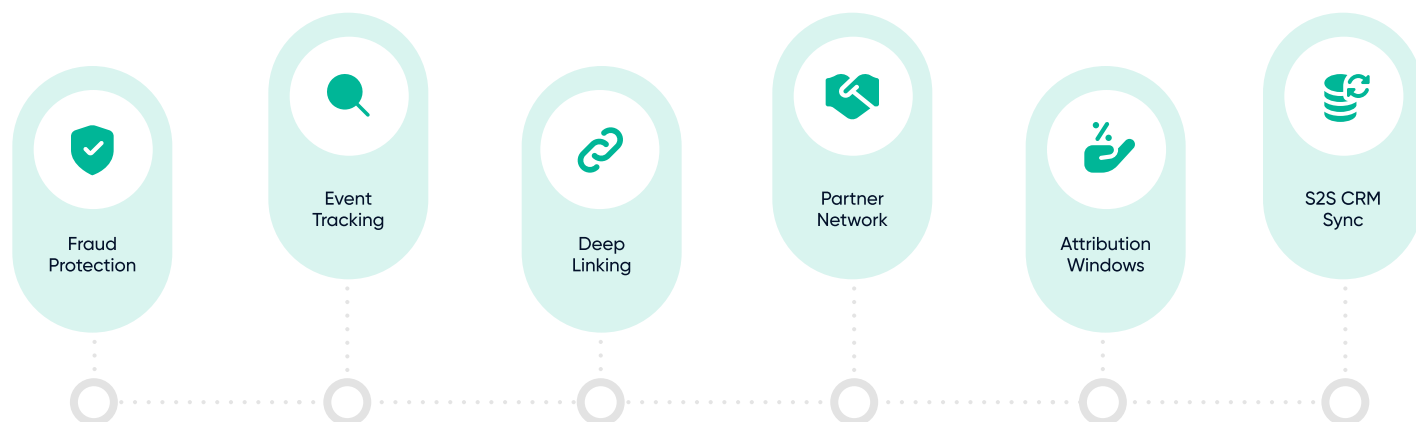
Unified, Fraud-Proof Growth Engine

The Solution

Built to handle crypto's unique conversion and fraud curve

Apptrove's tailored fraud prevention layer and attribution infrastructure enabled Delta to:







- Block over 85% of fraudulent installs
- Identify top-performing channels and affiliates
- Streamline re-engagement with deep links
- Segment and retarget users based on quality signals
- Reduce budget leakage through transparent partner-level tracking



Attribution That Unlocked Real Performance

Key Highlights

Unlocking ROI clarity and operational scale

-  +85% reduction in fraudulent installs
-  150+ paid and affiliate partners onboarded
-  20+ high-intent in-app events tracked
-  20+ deep links deployed across ad channels
-  Real-time dashboards for faster optimization
-  Attribution windows aligned to crypto user journeys



Omnichannel Visibility. Smarter Decisions.

Key Highlights

Why Delta's marketing team now moves faster, and better



Custom cohort views for deeper re-engagement



Unified campaign reporting across paid, organic, referral



Transparent affiliate payout based on verified conversions



Cost-efficiency through fraud elimination



Performance-based scaling for partner networks

From Installs to Revenue: Full-Funnel Intelligence

Dashboard Overview

Metrics that helped unlock real, measurable change

85%+

Fraud Reduction

20+

Custom Events Tracked

20+

Deep Links Created

7 / 14 / 30 days

Attribution Windows

150+

Partners Onboarded



A Word from Delta Exchange

The Impact

"Apptrove has completely transformed how we manage and measure our mobile growth. The ability to view real-time insights, cut down fraud, and accurately attribute users has made a measurable difference in our ROI. Their team was proactive, responsive, and worked closely with us to tailor the platform to our needs. For any crypto or fintech app looking to scale responsibly, Apptrove is a must-have."

Ashish Bhakuni
Head of Growth, Delta Exchange

