

# Decoding **Economics of Growth** at GroMo



Building on data transparency and precision to accelerate business outreach

Industry: **Finance** | Location: **India** | Product: **MMP**



## **The Challenge**

Limitations imposed by lack of data insights, misattribution, and fraud



## **The Goal**

Scaling country-wide operations in a profitable manner



## **The Solution**

One customized dashboard to encapsulate the entire ecosystem



## About GroMo

### "Striving Towards Cultivating Financial Awareness Across India"

GroMo has been working in the commercial sector since 2019 to bridge the gap between financial advisors and consumers. It empowers individuals by offering training and resources to raise their awareness about lucrative financial products, and turns them into micro entrepreneurs by allowing them to earn with every product they sell.

The GroMo app is available for both Android and iOS devices, containing an ever increasing arsenal of financial products, including credit card schemes, investment programs, loan offerings, and line of credit facilities. Through one single app, the company has served 30 Lakh customers and currently connects 14 Lakh+ partners to users across India. As GroMo ramps up its operations, it aims to create 50 Lakh+ micro-entrepreneurs by establishing a trusted ecosystem for exchange of information, value, and securities. Much like its mission, GroMo's preparation is equally intensive.

# GroMo Needed a Dependable Ally to Scale its App Marketing

## The Challenge

"Nestled in a pool amidst the oceanic market"

With the aim to penetrate the heart of the Indian market, GroMo collaborated with many mobile ad networks for its paid marketing campaigns. Efforts were made to onboard the best publishers and agencies. Multi-channel investments were at an all time high. Both CPI and CPA campaigns were initiated to ensure the highest returns. Popular MMP tools were integrated to keep the ecosystem in top shape.

And, that's when GroMo had a problem.



# GroMo Needed a Dependable Ally to Scale its App Marketing

## The Challenge

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It was not long before, the company started losing more assets than it acquired.

- The install rates were high, but in-app engagement dipped to critically low.
- Vanity metrics, like app downloads, daily new users, and click rate clouded decision-making.
- Despite the scores of installs brought by partners, the heavy incidences of frauds were becoming worrisome.
- Countless time and resources were wasted in onboarding new partners, putting a dent in new initiatives.
- Crucial data was often lost in translation between partner platforms and MMPs.

And worst of all, GroMo was stuck with following up on customer support tickets generated by MMP providers, while its campaigns struggled in real-time.

# Catalyzing Change with **Apptrove Mobile Marketing Platform**

## The Solution

"Quality in Analytics, and a Newfound Confidence in Numbers"

After onboarding Apptrove as its MMP provider, GroMo saw a drastic improvement in its campaigns' performance, giving way for new insights about customer journeys that weren't observed before. When the measurement and analytics were taken care of, the company could invest its manual resources in nurturing stronger bonds with channel partners and optimizing the marketing budget for minimal losses.

- Instead of focussing on vanity metrics like app installs or registrations, Gromo used the **custom events feature** to trace the user cycle from download to registration, and investment. Realizing that the typical turnaround time for each user was 3 months, Gromo could refine its marketing strategies to boost acquisition rate.
- With a new UA strategy in place, the company also re-defined its partnership approach. Rather than collaborating with partners that offered the highest conversion rates, GroMo set up a range of in-app events that could assess the **quality of users** brought by each media source. They actively recruited the partners that brought users with low turnaround time, in turn, cutting down on acquisition costs with just one customization!

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## The Solution

"Quality in Analytics, and a Newfound Confidence in Numbers"

- Getting a **granular view of partner performance** further allowed the company to reconsider its choice of marketing channels. Increased investments were made in new traffic sources, and optimized ad strategies were created for high-performing partners.

As GroMo's marketing team resolved the knots and crosses in its action plan, the end goal became clearer by each passing quarter. Not just a surge in app registrations. GroMo recorded manifold increase in user traffic, in-app purchases, and retention rate.



# Attributes that **Ace Experiences**

## Key Highlights

“Scaling Business With Increased Security and Savings”

And what made the difference? The following features by Apptrove MMP helped the GroMo team drive marketing success – a little every day!

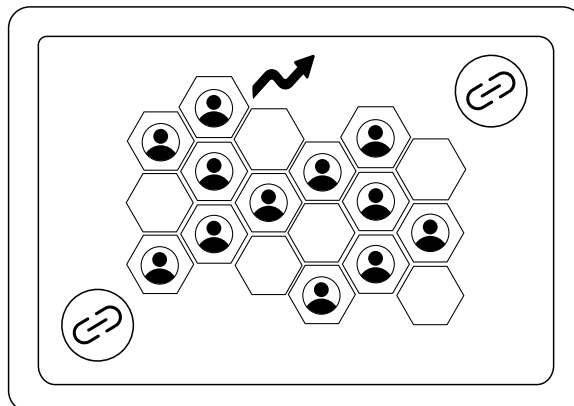
- **Intuitive Dashboard:** Through Apptrove MMP’s flexible dashboard, GroMo could track all the essential KPIs in real-time, thereby allowing them to identify abnormalities in performance and take prompt action to optimize the campaign before it drains the budget. As the priorities changed, so did the dashboard’s reporting style. So either way, the team was always on top!
- **Full on Security:** With the support of Apptrove MMP’s robust anti-fraud tool, GroMo was able to break-free from the hesitation of partnering with third-party media sources or networks. The 7-scale anti-fraud detection system improved the accuracy of attribution, ensuring that only authentic conversions got through.
- **Customizable Reporting:** With separate logs for each event of the conversion funnel, GroMo could easily monitor their campaigns on an hourly, daily and monthly basis. They could zoom into the different stages of customer journey to know where the bottlenecks were located, and resolve them on the go.

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- **Smart Deep Links:** Deferred deep links came in handy to smoothen customer journey from web-to-app, thereby improving install rates. They allowed GroMo to collect granular data about user acquisition - all of which helped to create personalized onboarding experiences.
- **Dedicated Account Manager:** Having accessibility to a personalized customer success manager ensured that GroMo's team did not have to wait hours before receiving a resolution. From partner onboarding to new integrations, and attribution challenges - Apptrove CSM worked hand-in-hand with GroMo's team to affirm that the MMP platform scaled in line with the company's increasing needs.





# Success Snapshot: Highlights and Conclusive Note

**34**

In-App Events Tracked

**10**

Deep Links

**6**

Fraud Types Detected

Source of truth  
Personalized support  
Budget-friendly  
Customer journey tracking  
Metric for success  
Custom logs  
Custom events  
Data transparency  
Gives proper picture  
Easy to use  
Timelines and graphs  
Ticket-less service  
Easy onboarding  
Granular data  
Precision in Reporting  
Customizable dashboard  
Problem solving efficacy  
Qualitative analysis  
Makes us self reliant

**Anti-fraud tool**

# Success Snapshot: Highlights and Conclusive Note

**238%**

QoQ Increase in  
In-App Purchases

**22%**

QoQ Increase in  
Monthly Active Users

**42%**

QoQ Decrease in  
Fraud Installs

## The Impact

"Apptrove is our source of truth. With its granular reports and impeccable problem solving efficacy, we are changing the way we look at data. Apptrove MMP gives us an accurate and comprehensive picture of our campaigns, showing me how our choice of partners, and ad strategies affects their performance. The POCs are highly personalized and available 24x7 to steer us out of challenging situations. At times, even a single email or phone call is enough to get a resolution. I can confidently say that Apptrove has been an indispensable tool for the scalability of our business."

**Shubham Gupta,**

Growth Manager - Digital Marketing, GroMo