Talon.One

Agora Scale Promotions for Their Fast Growing User Base

agora

INDUSTRY	BUSINESS TYPE	INTEGRATED IN
Financial Services	Payment Services	2 Weeks

YEAR FOUNDED	LOCATION	PROMOTIONS USED
2020	Peru	- Coupons - Discounts
		- Referrals - Loyalty

OVERVIEW

Agora is a mobile banking app empowering over 500,000 people to control their personal finances. Around 60% of Peruvians are 'unbanked', making secure, cash-free transactions an important advance in financial freedom.

Challenge

For years worldwide, banks have lacked transparency, with hidden fees and complicated smallprint. This distrust has led to over 60% of the population in Peru being unbanked and unable to manage their personal finances securely. Agora empowers users to save money, make cashless payments and make transfers directly from their mobile device. With a rapidly growing user base Agora needed a solution for their promotions that was diverse, easily scalable and offered the flexibility and security digital banking requires.

AGORA NEEDED A SOLUTION THAT

1 Could be used to attract & retain new customers

2 Had very high security standards suitable for banking

3 Had a diverse range of promotion features

4 Could handle large spikes in traffic from their growing user base

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"We were looking for an API solution we could connect and use directly."

Alejandro Borasino
Head of Growth at Agora

Solution

Agora's straightforward mobile wallet needed an out-of-the-box promotion solution that was robust, secure and could connect to all the different versions of POS payment systems that users could use in stores. Talon.One's API was the obvious choice for the long-term.

Agora created the custom data attributes, events and attribution models they wanted to use in their Rules. Then with webhooks they sent dynamic notifications and codes attached to coupons that could be tracked easily via user IDs and session information.

TALON.ONE HELPED AGORA

1 Set up their custom attributes, events and effects for rules

2 Create attribution models using unique tracking codes

3 Send notifications, webhooks & data to Agora's cloud

4 Reach hundreds of thousands of customers via user IDs & sessions

> **"**
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> "The integration was very simple and the Campaign Manager is very intuitive to use."

Alejandro Borasino
Head of Growth at Agora

Results

Currently Agora is using a range of Talon.One's promotion features to attract new users, which have risen to over 500,000 in the last year alone. Now with a much smaller number of employees, Agora can manage, launch, adjust and maintain marketing campaigns.

Agora are now working on even further advanced audience segmentation, automated customer retention and loyalty initiatives with a number of already included Promotion Engine features that are ready to test and implement.

NOW AGORA HAVE

1 A variety of coupon, referral and loyalty features to use

2 A future-proof engine that scales as their user base grows in size

3 More free engineer hours to invest in other projects

4 Granular control of promotion marketing campaigns

Talon.One

The World's Most Powerful Promotion Engine

Create and deploy creative and targeted campaigns using any of your customer and live session data.

MAKE YOUR PROMOTIONS POSSIBLE

promotions@talon.one

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