



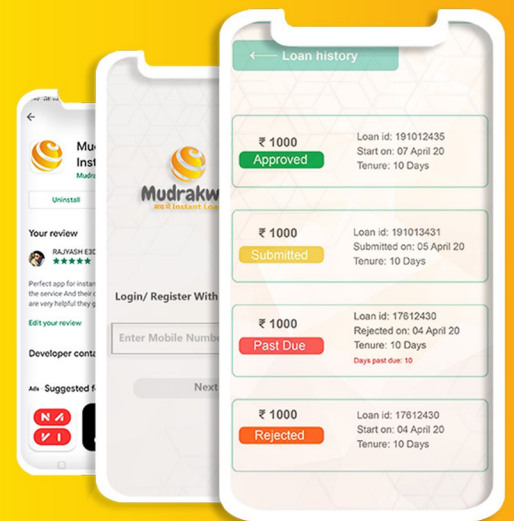
CASE STUDY: MUDRAKWIK



HOW ADGYDE HELPED MUDRAKWIK IN
MAKING INFORMED DECISION WITH KPI
DRIVEN EVENT ANALYSIS

Background

Mudrakwik was founded with a vision of collaborating Finance & Technology to serve a bigger purpose of contributing to the foundational stage of Digital India, and ever since then, they have been leveraging financial technology to re-innovate businesses. Mudrakwik - A digital lending platform that provides an effortless and fully automated financing experience and help consumers to avail instant loans at minimum interest rates with no collateral.



Challenges

For Mudrakwik, User Acquisition through performance marketing campaigns was the main driving force to meet business KPI's.

Challenge 1

Being a mobile-first instant short-loan app, challenge faced by Mudrakwik was that it was unable to access raw data and receive data callbacks in real time to optimize CPA.

Challenge 2

Mudrakwik wants to drive users towards completing a post-install action i.e. "Subscription" rather than simply installing the app. Also, they wanted to figure out the best publishers to drive users who completes these types of KPI based actions.

Challenge 3

Previously Mudrakwik was paying twice for acquiring the same user even for Duplicated/Reinstalls and event data.

Solution

Mudrakwik leverages event data callbacks from AdGyde and combines it with their own internal database to create in-depth analysis. Receiving data in real time is crucial for Mudrakwik in order to approve credit for customers. Mudrakwik took advantage of multiple datapoints from AdGyde to receive in-depth user level data. Further, by leveraging AdGyde **real-time event data callbacks**, they started giving publishers different payouts depending on the action completed by a user.

Further, going forward with deep data analysis, Mudrakwik was able to figure out the post app install actions i.e. "Subscription", which helped them in getting their valuable user with **month-on-month Install to Registration of 84% and Registration to Subscription of 16%**.

When Mudrakwik started optimizing their campaign using AdGyde they were able to analyse their duplicate/reinstalled users using its multi-algo Reinstall metrics, which helped them in saving their marketing spend of average **6% on month-on-month** basis. Using AdGyde, they have almost eliminated redundancy of data and rely on AdGyde report for all publisher payouts.

Impact

With the AdGyde powerful next-gen Suite Mudrakwik observed clear results:

- Through performance marketing campaign, **the overall conversion** of users from **Install to Registration** was **45%**.
- Real-time data insights helped their Growth Marketers with better informed decisions and overall campaign optimization.
- Also, through performance marketing campaign, **the overall conversion** of users from **Registration to Subscription** was **15%**.

Today, Growth marketers at Mudrakwik can measure occurrence of various in-app events coming from real users and hence are more confident about their performance. With this success, Mudrakwik has now integrated the AdGyde SDK in two of their newest offerings - CreditKart and Rupeekwik, for attribution and analytics.



A real-time mobile measurement tool that helps the advertisers, app marketers, product owners, etc. in knowing the behaviour of their users. Moreover, AdGyde is also prominent in determining the campaign's optimization driving the value for ad spends. These actionable analytics and attribution solution measure the originating installs with a differential analysis amongst the Fraud and Genuine through Non-Organic channels with the help of its easy to integrate SDK.

"AdGyde's intuitive dashboard, real-time data, and full-featured raw data reports are our source of truth when it comes to attribution. No marketing tech stack is complete without AdGyde"

Swapnil Madiyar

Founder and Director - Mudrakwik