



## How SalaryDost Leveraged AdGyde To Reduce Month-On-Month CPA

*Service with support is the best combination which I always prefer. This is the reason choosing AdGyde as our attribution platform. There are no shortfalls in the AdGyde's service along with that, AdGyde support system is really commendable. AdGyde has helped us to keep track on all marketing platforms, also we can easily check the user flow in our application.*

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**12%**  
Decrease in  
Month-on-Month  
CPA

**11%**  
Overall Increase  
in Installs to  
Registration

**43%**  
Overall Increase  
in Registration to  
Loan Application

## BACKGROUND

There have always been times in a month where we are standing empty pockets. Being broke in middle of a month is a common problem and SalaryDost plans to provide easy small bridge loan to tide over that short difficult period till your salary reaches your account. Their mobile based application is the finest strategy that helps you to avail short term loans in few minutes. SalaryDost process is simple and transparent like your friend. Their online platform is backed by a strong tech savvy team that aims to build a quick responsive system for their potential users.

## CHALLENGE

SalaryDost wanted to maximize the reach and usage of their Short-Term loan app and apply for loans –as part of the KPI to meet their business objectives. To aim this goal, the Growth Team need to streamline dozens of campaigns across media partners along with building targeting strategies. But for making their strategies and their campaigns to perform, they were facing some challenges.

### Challenge 1

The first challenge was to get actionable data to make informed decisions, for which the team needed a platform which would give them true insights of various performance data. These data points include event-based metrics such as “Registration (OTP Verified)” and “Loan Application”, so that they could quickly optimize the campaign performance and calibrate budget allocation across media partners.

### Challenge 2

The second challenge was to acquire quality users who were more likely to register on their app and apply for loan within the app while maintaining the aggressive business CPA targets.

## SOLUTIONS

SalaryDost onboarded AdGyde platform to track media budget, attribution (such as installs) and in-app events like “Registration (OTP Verified)” and “Loan Application” data to measure the impact of their various marketing and customer-focused strategies. The platform allowed them to analyze Month-on-Month (MoM) data for acquisition, registration, and loan application across various paid channels. These data points helped SalaryDost to effectively **increase the Month-on-Month Installs to Registration (OTP Verified) percentage by 12%**. These optimizations also brought in several changes to the campaign structure including setting up revised KPI and CPA which resulted in **reducing Month-on-Month CPA by 12%**.

## IMPACT

Leveraging AdGyde other actionable metrics, the Growth Team of SalaryDost figured out the best performing Campaigns, across media sources, which resulted in scaling up the campaign. Thus, they were able to **reduce overall CPA by 55%** along with **increase in overall Installs to Registration (OTP Verified) percentage by 11%** and **Registration to Loan Application by 43%**.

### ADGYDE

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