

**INCRMNTAL Explorer aids  
major Fintech company  
in budget optimization:  
Keeping the same  
budget, while improving  
KPIs by 30%**



## Value Unlocked

Budget  
allocation  
based on  
true value.

1

Consolidating  
offline and online  
spend to see the  
whole picture

2

Optimize ad spend  
allocation across  
channels to achieve  
outstanding results.

3

## ■ Introduction

This advertiser is a major Fintech company that works across multiple platforms (Mobile, Web) and invests heavily in offline and out-of-home (OOH) channels. This large trading company has over 35 million registered users worldwide.



## ■ Challenge

Given the advertiser's diverse platform presence, evolving privacy regulations, and varied marketing channels spanning different countries and strategies, assessing the true value of marketing efforts has become notably challenging. Budget allocation has consequently become a highly complex undertaking.

## Solution

Through INCRMNTAL's Explorer tool, this advertiser consolidated all marketing channel data, encompassing both offline and web activities, to gain a comprehensive view of performance. This allowed for an immediate understanding of each channel's actual contribution to their top line KPIs.

- By combining the **absolute** and **marginal** value, advertisers see exactly where they should be spending their next dollar.
- Building upon the platform's ability to understand and learn the true value of each of the advertiser's marketing changes, INCRMNTAL developed a mechanism to calculate the true value for a given time period of every measured KPI, encompassing both marginal KPIs and absolute numerical values.

## Results

In less than one quarter the client was able to see significant changes. Operationalizing INCRMNTAL into the budget optimization process, the advertiser increase their number of conversions by 40,000, while achieving a remarkable 30% reduction in their CPA (new paying users), while keeping the SAME spend level.

INCRMNTAL's Explorer helped them drive immediate value to their top line payers by pointing out which channels are moving the needle for their market, and which do not.



**+40,000**  
More Conversion



**0%**  
Change in Spend



**+30%**  
Improved CPA

**Ready to embrace the new  
paradigm of measurement?**

Go ahead and book a demo with us.

[Book a demo](#)