

# KLAR Scales its Advertising 5x with INCRMNTAL

# Klar

## Value Unlocked

1

Scaled ad spend and performance

2

Accurate incremental value of advertising across all channels

3

Eliminated the need for experiments



## Introduction

KLAR is a banking FinTech based in Mexico, which is transforming credit services through its app. KLAR has experienced exponential growth over the last few years, with +5 million downloads of its app. KLAR came to INCRMNTAL to better understand its advertising efforts, so it could scale these to help accelerate the success of its business.

The screenshot shows the KLAR website's homepage. The top navigation bar includes links for Tarjeta de crédito, Cuenta, Inversión, Meses Sin Intereses, Educación financiera, Productos, Sobre Klar, and a 'Registrate' button. The main content features a large image of two hands holding KLAR credit cards against a dark background. To the left of the image, the text 'Tarjeta de crédito sin anualidad' is displayed, with a 'Registrate' button below it.



## Challenge

KLAR is on a growth trajectory and wanted its advertising to support this, but was struggling with a measurement problem and an inability to directly track downloads back to specific ad campaigns or channels.

The FinTech came to INCRMNTAL with a lot of experience in incrementality testing using traditional methods, but given it is in growth mode, running planned experiments or pausing all channels in order to measure incrementality was out of the question. Previously, KLAR's efforts to scale its ad spend hadn't driven results, because it lacked understanding as to which channels were truly delivering for its business.



## Solution

KLAR integrated INCRMNTAL's Explorer platform, which uses revolutionary Causal AI technology to provide granular measurement of all channels online and offline, without the need for experiments or A/B testing.

The FinTech utilized INCRMNTAL's cross platform logic, which enabled KLAR to continuously analyse advertising efforts at a channel and campaign level, so it could see with clarity, which of its campaigns were scalable and which were not.



## Results

# 5x Scaling top channels

Through using INCRMNTAL, KLAR has significantly scaled ad spend and performance. The Explorer platform has enabled KLAR to understand the true value of its advertising across all mediums including linear TV and OOH, as well as digital channels. In turn this has allowed the FinTech to add more channels to its mix, as well as scaling existing channels including Google, Facebook and TV up to 5x.

INCRMNTAL has even enabled KLAR to scale on Apple's iOS, which is highly challenging to measure, but through Explorer, KLAR has been able to identify its top performing iOS campaigns and attribute additional budget to these to gain more value.

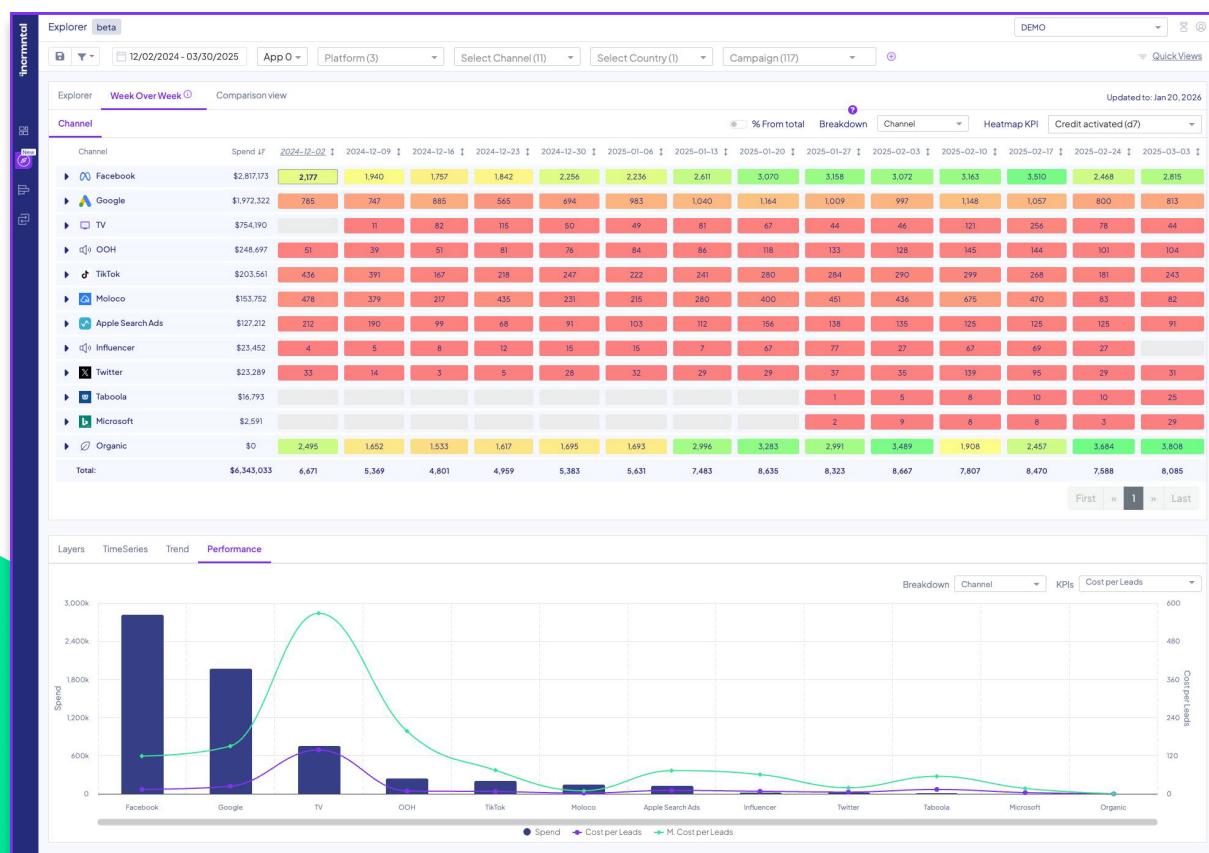
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“INCRMNTAL has been a game-changer for us, helping us identify incremental channels and resolve the challenges of click-based attribution. This groundbreaking innovation has revolutionized incrementality measurement, providing a ready-to-use, live solution that eliminates the need for costly and time-consuming experiments. It’s enabled us to scale some channels by up to 5x with confidence in their true contribution.”

**Timothée Basquin,**  
Chief Marketing Officer, KLAR

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