

## SUCCESS STORY

# Unlock 3.2X More Sign-Ups and Cut Costs by 57%: How Papara Transformed User Acquisition with Adin.Ai's AI-Native Technology

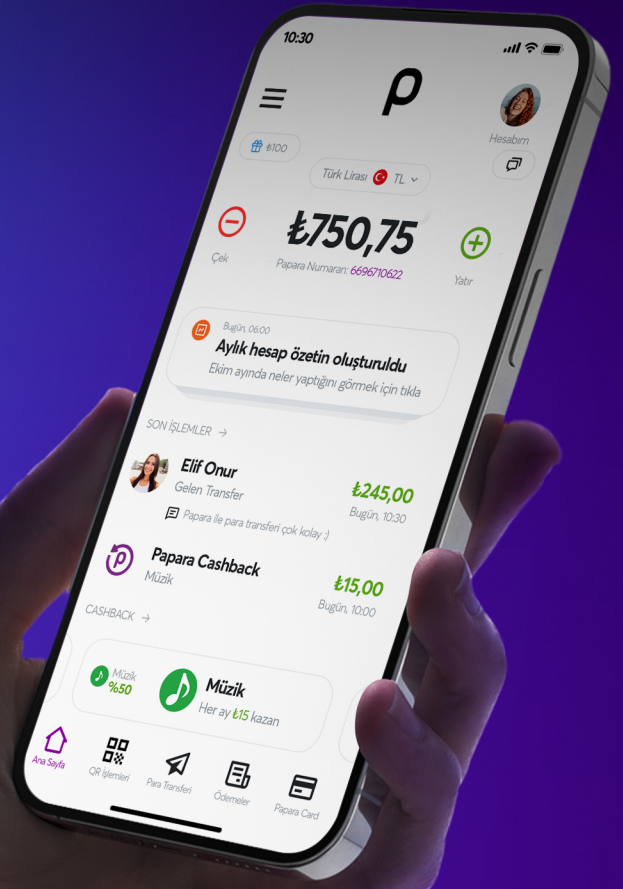
Industry: FinTech

Channels: App, Tiktok

Solution: Adin.Ai Enterprise

Dates: Q1-Q2-Q3 2024

Objective: In App Total Events, Conversion



Sign-Ups

3.2x

Papara achieved an impressive 3.2X growth in user sign-ups, thanks to Adin.Ai's Smart Optimization and precise targeting strategies on TikTok.

Cost per Sign-Up

▼ 57%

Through AI-powered optimization, Papara significantly reduced the cost per sign-up, improving efficiency by 57%.

Cost per Action

▼ 37%

Adin.Ai's Media Planner streamlined campaign management, cutting Papara's cost per action by 37%, maximizing budget efficiency.

Total In-App Events

▲ 60%

Papara's in-app engagement surged by 60%, showing how Adin.Ai drove not only acquisition but also meaningful user interaction within the app.

## Campaign Executive Summary

Papara, a leader in the FinTech space, is recognized for its innovative approach to digital financial services. This forward-thinking mindset extends beyond their products and into their digital marketing strategies. By partnering with Adin.Ai, Papara was able to streamline its advertising efforts, ensuring that their app reached the right users efficiently. Through Adin.Ai's AI-powered tools, Papara optimized its campaigns in real time, driving significant cost reductions while increasing user engagement. This collaboration not only enhanced app installs and user sign-ups but also improved Papara's overall budget efficiency, reinforcing their standing as an industry leader in both financial technology and digital marketing innovation.



As a brand that prioritizes user experience, we are committed to understand user behavior and developing personalized experiences and communication strategies. We harness the unparalleled speed and efficiency of AI-based media planning methods to craft strategies that not only contribute to our business results but also create significant value for our users within minutes. Adin.Ai's agile technology and comprehensive data sets allow us to analyze advertising results from a single platform, relieving the need for multiple media planning platforms and simplifying the process. Our collaboration with Adin.Ai is the first step in our transformation toward achieving faster, more efficient, and highly targeted results, demonstrating our ability to adapt to changing circumstances.

Perin SARAOĞLU / CMO - Papara

## About Adin.Ai

Adin.ai, the AI-Native Omnichannel Media Planning & Execution Platform for enterprises, is committed to disrupting the advertising industry with its vision to become the universal home screen for every advertiser worldwide. The tech company offers an AI-native B2B SaaS suite to maximize advertising return while minimizing time and costs. This innovative platform empowers advertisers to achieve unprecedented efficiency and effectiveness in cross-channel digital marketing campaigns. Adin.Ai also ranked high in the "Fast Company Most Innovative Companies" list in its first year and was defined as an excellent technology architecture by AWS.

## About Papara

Papara, a leading global financial technology company based in Turkey, was founded in 2015. As a pioneering fintech company, Papara is committed to providing fast, simple, affordable, and enjoyable financial services for all. This user-centric approach has led to significant milestones, such as becoming the first non-bank entity in Turkey to issue a prepaid Mastercard. With its recent acquisitions, Papara is expanding its products, services, and geographic reach to become the leading challenger bank in the region. Currently, Papara serves over 21 million retail users and facilitates millions of monthly transactions. Papara's focus on enhancing user experience through its innovative platform sets new standards in the financial technology landscape.

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