AVO bank

FROM INSTALL TO PRODUCT: HOW AVO BANK REDUCED CUSTOMER ACQUISITION COST BY 40% AND REBUILT PERFORMANCE MARKETING

PROBLEM/CHALLENGE

Traffic growth did not translate into proportional growth in customers who completed a banking product
performance marketing was effective at user acquisition, but optimisation focused on the upper funnel

More budget and more users at the top of the funnel did not produce proportional growth in final outcomes
users dropped off at KYC, approval or product application

A low-cost upper-funnel user did not necessarily mean a low-cost customer for the bank
the more performance scaled, the more visible the gap became

It was easier to scale installs and registrations than to scale the number of customers who completed a banking product

We needed to optimise for real business value, not just upper-funnel volume
evaluate quality by how many users create final business value, not just how many enter the app

AVO Bank needed to rebuild performance to drive the most efficient growth in customers with a banking product
even if installs and registrations become more expensive and their volume decreases

The transformation had to answer three questions:

- How can algorithms find users with a higher probability of reaching a banking product?
- How can investment be scaled to grow the final business outcome, not only the upper funnel?
- How can we predict the limit of efficient scale and decide where the next marketing dollar should go?

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GOAL

Increase the number of customers who reach product issuance

while keeping acquisition cost under control

To do this, the team needed to:

See the full customer journey
from first contact to the final product

Optimise advertising systems
users dropped off at KYC, approval or product application

Increase the effective capacity
of performance marketing

Move from manual budget reallocation
after the fact to forecasting future return

Step 1

BUILT A FUNNEL ALL THE WAY TO THE ACTUAL BANKING PRODUCT

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Connected the data

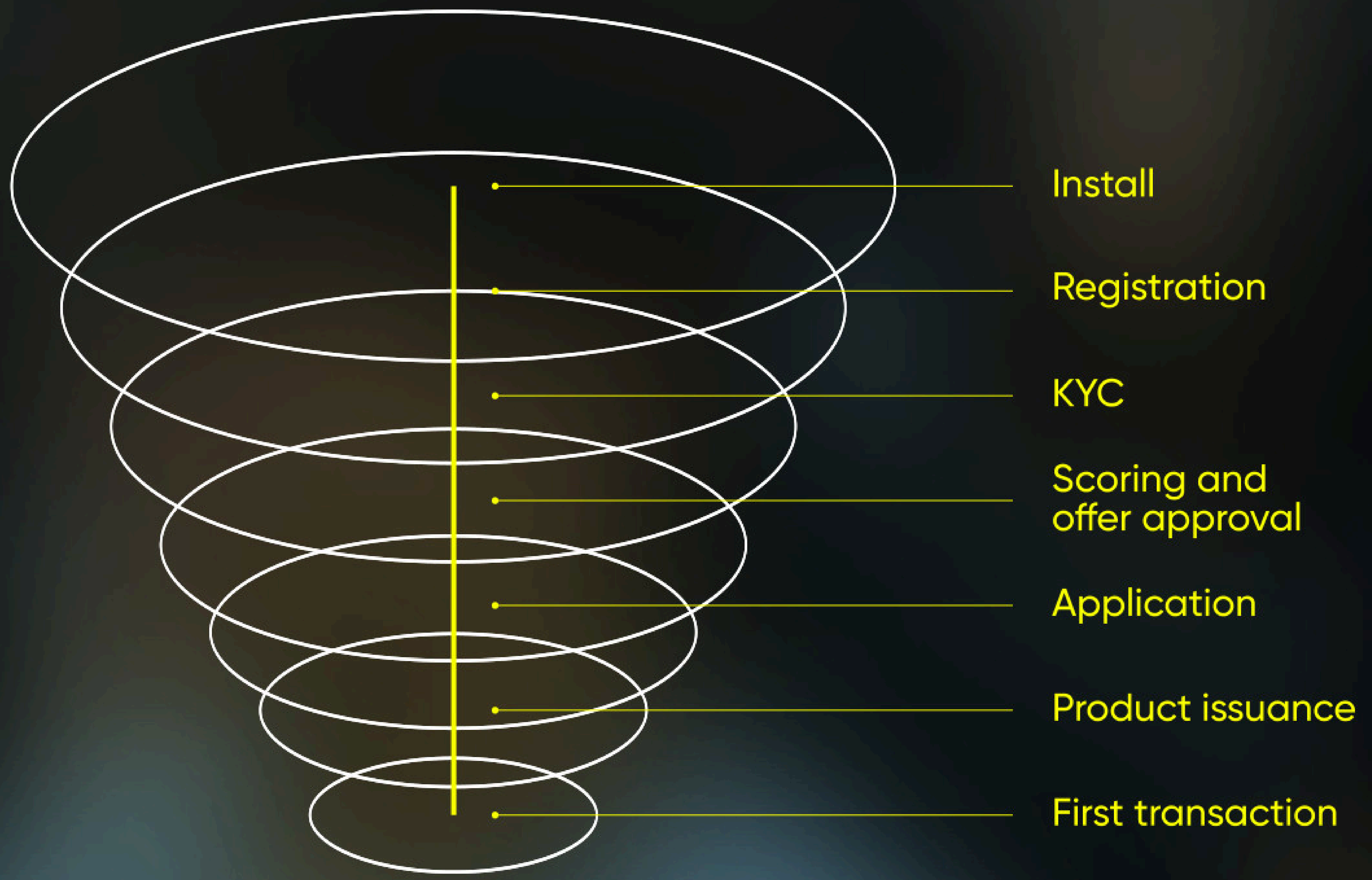
Advertising data was integrated with the bank's DWH and sent to AppsFlyer and Firebase.

Built an end-to-end funnel

From install to first transaction – we can now see the entire customer journey.

Product issuance is the key digital business outcome

We now measure real bank customers, not just registrations.



Offer approval — bank is ready to offer the customer a credit product.

Product issuance — customer has received an actual banking product.

Step 2

SHIFTED ALGORITHMS FROM THE TOP OF THE FUNNEL TO CUSTOMER QUALITY

We made the transition step by step so that algorithms learn for quality, not for volume

Install → Registration → KYC → Offer Approval → Product issuance → First transaction

Focus at the beginning of the year: KYC

Transition to offer approval

Testing and scaling

Strategy: pay more at the top to pay less for the result
more investment at the early stages for quality means lower cost per customer who reaches the product

Optimal learning event – offer approval
it happens close enough to the business outcome and occurs often enough for stable algorithm learning

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SHIFTED ALGORITHMS FROM THE TOP OF THE FUNNEL TO CUSTOMER QUALITY

We made the transition step by step so that algorithms learn for quality, not for volume

What we achieved

Conversion from KYC to offer approval
create and warms up demand

Cost per offer approval
on key performance channels

Cost per customer who reached product issuance
on major performance channels

Effect confirmed across Google, Meta and In-App/OEM
with comparable investment—the best result

Offer approval is where advertising learns
product issuance is the outcome the entire system is built to achieve

Step 3

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TURNED 360 FROM A REACH ACTIVITY INTO A PERFORMANCE SCALING TOOL

→ → → → →

360
create and warms up demand

More users
become familiar with the brand and product

Performance
recieves a more ready-to-convert audience

Deeper
conversion rate

Lower
cost per customer

More room
to scale digital

Step 3

TURNED 360 FROM A REACH ACTIVITY INTO A PERFORMANCE SCALING TOOL

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1

First signal: more end customers with a lower performance budget

Compared to similar periods before the transformation, deep optimization and 360° delivered more customers at a similar level of performance investment.

↓

Performance budget

lower than the average of comparable periods earlier this year

↑

Customers who reached product issuance

higher than in comparable periods

↑

Result

more end customers with lower digital investment

Step 3

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TURNED 360 FROM A REACH ACTIVITY INTO A PERFORMANCE SCALING TOOL

2

Second signal: 360° effect within the same performance logic

Compared to periods with the same deep optimization logic before and after the 360° (Always On).

During 360° the average cost per approved customer was lower on:

↓ **Google**
cost per approved customer

↑ **Meta**
cost per approved customer

↑ **In-App/OEM**
cost per approved customer

Additional signal: organic metrics also improved
deep funnel improvements were observed not only in paid channels, which confirms that 360° influences overall demand readiness.

Step 3

TURNED 360 FROM A REACH ACTIVITY INTO A PERFORMANCE SCALING TOOL

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3

Third signal: 360 changes the scaling economics

Compared two approaches to increasing marketing investments.

Performance only

as the audience saturates, each next customer becomes more expensive

360 + performance

expanding demand with 360° and scaling performance on a larger, more ready audience

With a comparable total level of investments, 360 + performance delivers more customers with product issuance at a lower cost per end result

Expanding demand → Scaling performance → More end customers

Step 4

TAUGHT THE MODEL TO ANSWER THE QUESTION: WHERE TO PUT THE NEXT DOLLAR

We move from manual optimization to predictive marketing investment management

What we need to understand in advance

- The limit of effective scaling for each campaign
- Which campaign will deliver the most approvals from the next budget
- How to allocate the overall budget across channels
- How the optimal split changes as demand shifts

How it works

Historical data from ad platforms and business funnel → ML model analyzes marginal cost for each campaign → Builds a saturation curve for each campaign → Model compares campaigns and recommends the optimal split → Model retrains on a regular basis as market and demand change

Step 4

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TAUGHT THE MODEL TO ANSWER THE QUESTION: WHERE TO PUT THE NEXT DOLLAR

98%

Actual results matched model forecasts in tested scenarios

across approvals, costs, and budget reallocation

Question

"Is this campaign still as efficient as it is now?"

Answer

"If we add more budget here, how many additional approvals will we get and how much will it cost per incremental conversion?"

How it works

Now

the model is used to generate recommendations across major performance campaigns

Next

new data sources and campaign levers will be connected — from bids and optimization events to creative combinations, for deeper optimization and stronger results

Step 4

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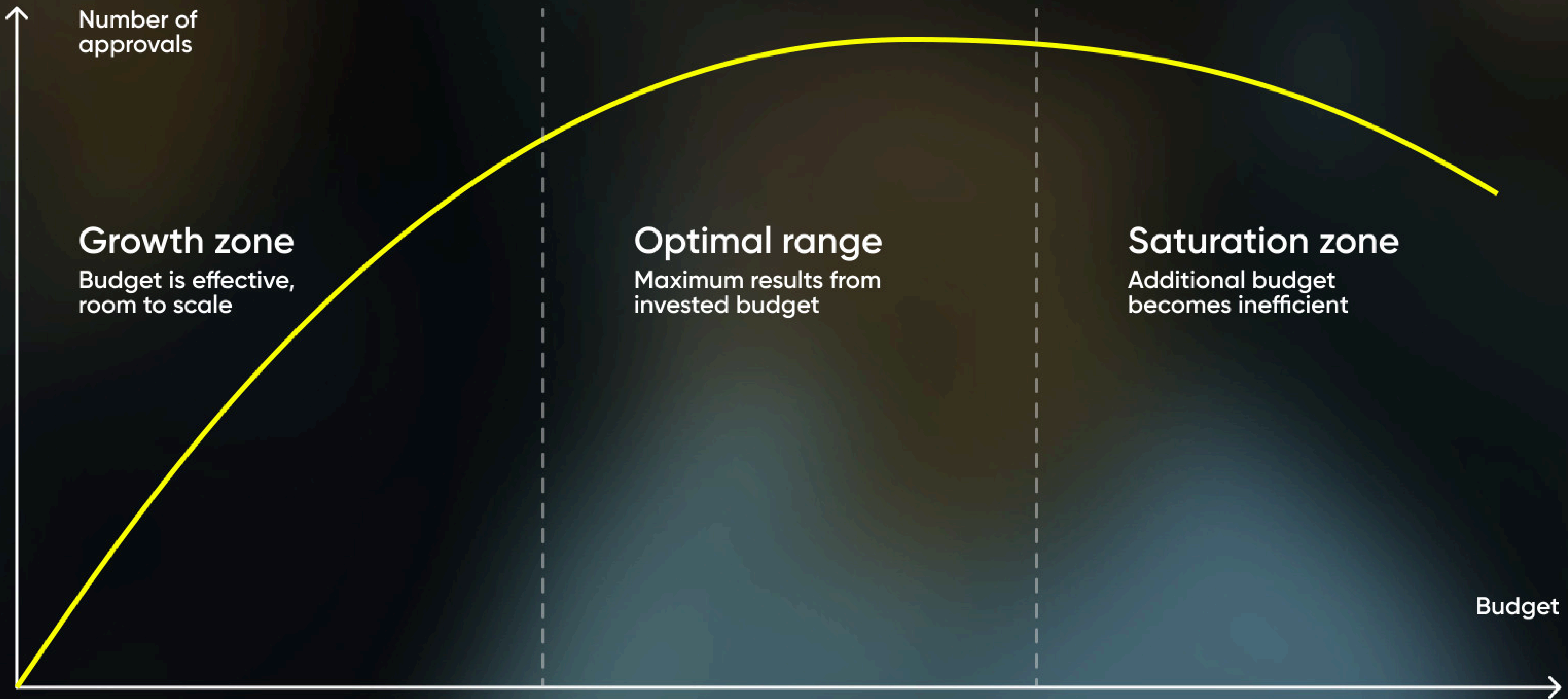
CAMPAIGN SATURATION CURVE



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RESULT

-40%

Cost per customer with an issued product

after the full transformation

+50%

KYC → approved offer conversion

+56%

Customers with an issued product

during deep-funnel optimisation + 360°

-18%

Performance investment during the same period

-24%

Approval cost across paid performance channels

during 360° vs post-360° Always On with the same deep-funnel optimisation logic

98% of tested scenarios

ML model forecast validation