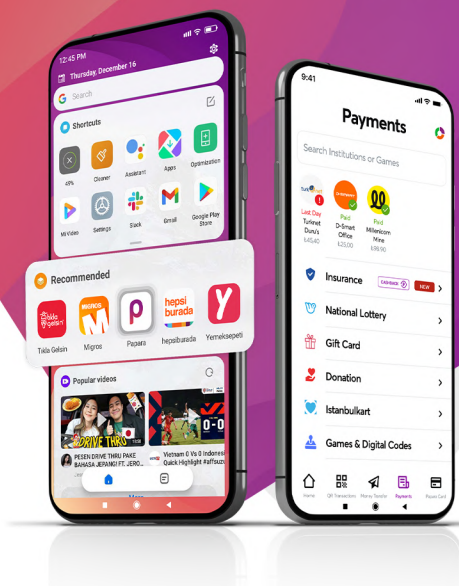


# papara

Appnext Helped Papara Boost Sign-Ups by Nearly **50% in Just Nine Months**



## About Papara

Papara can do many things a bank can do and more - because it isn't a bank. Launched in Turkey in 2016, Papara is an innovative financial technology company with its customers at its heart, that offers a modern alternative take on traditional banking.

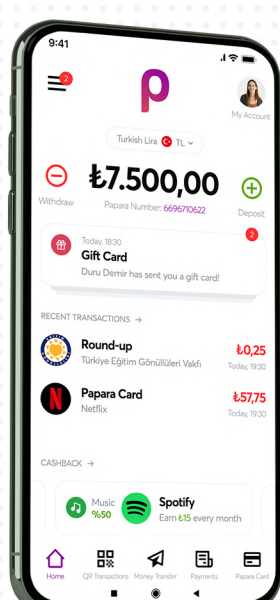
The Papara app integrates the most innovative technology to help users control their money while being completely transparent.

With Papara you can send money 24/7 for free, pay your bills, and manage your budget.

Plus you can use Papara Card around the world, avoid fees, and earn instant cashback as you spend.

Papara is the first non-bank to issue a MasterCard logo prepaid card in Turkey, and is a MasterCard, Visa, and Interbank Card Center member.

Since its launch, Papara has acquired millions of users and expanded its team to over 200 happy people dedicated to creating the best financial experience.



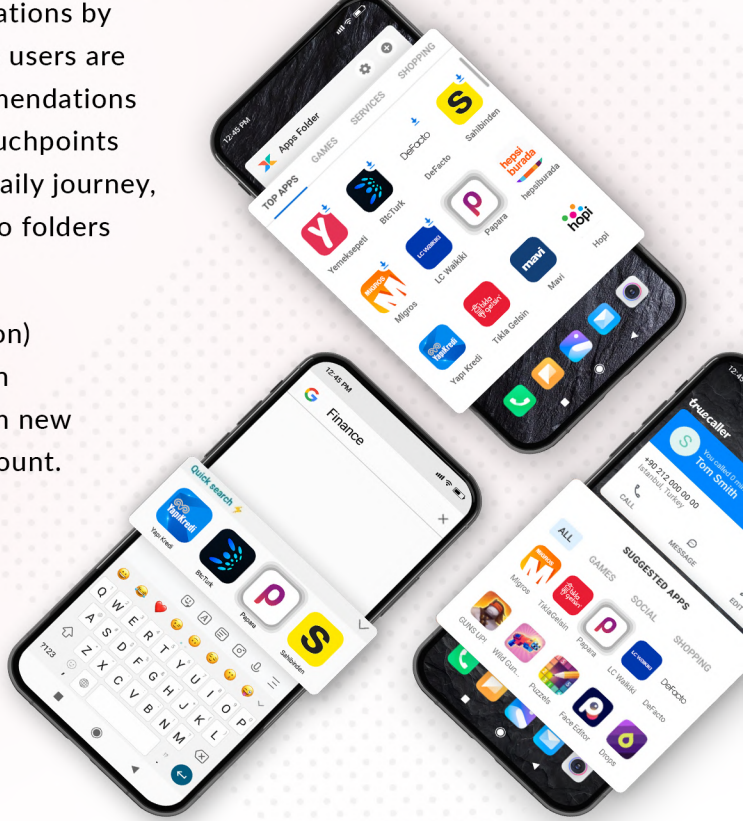
## The Challenge

To acquire new app users with the end goal of increasing the number of account sign-ups.

## The Solution

Appnext provided a combination of Out Of Box (pre-install) Experience and On-Device App Discovery to boost user acquisitions:

- Appnext's direct partnerships with top OEMs meant Papara acquired new users when they set up and customized their mobile devices for the first time.
- Papara gained further new users through personalized app recommendations made possible by Appnext's proprietary 'Timeline' technology. Appnext 'Timeline' turns behavioral data into app recommendations by predicting the type of app users are likely to use next. Recommendations are served via multiple touchpoints during the mobile user's daily journey, from the minus 1 screen to folders and widgets.
- A CPA (Cost Per Acquisition) optimized model campaign completed the funnel from new users to setting up an account.



## The Results

### On-Device Pre-install Results:

**34%**  
extra installs with a decreasing CPA

**280%\***  
decrease in CPA

\*In 5 months

### On-Device Ongoing Results:

In 9 months Papara's partnership with Appnext:

Increased installs by  
**42%**

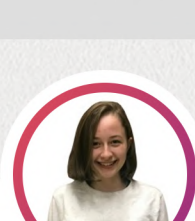
Increased account sign-ups by  
**49%**

Decreased CPA by  
**26%**

Increased post-install events by  
**240%**



Thanks to Appnext's technology, we are able to suggest applications to new users directly on their own devices. Its platform, which provides full transparency in placements and campaign management, facilitates our campaign reporting and auditing. In addition, with their experienced team and local account management support, they help us reach our goals easily by taking quick actions.



Pınar Dağkılıç  
Performance Marketing Specialist,  
Papara

## Why Appnext Works

Exclusive app discovery platform

Patented 'Timeline' behavior-driven technology

Unique and accessible device-level placements

