

Case Study
BigPay



Background

- Country** Malaysia
- Service** Performance Marketing
- Industry** Fintech
- Platforms**



OBJECTIVE

Optimization of Paid Ads campaigns to scale BigPay's acquisition strategy

ABOUT BIGPAY

BigPay is one of the largest challenger banks in Malaysia and it's e-wallet comes with an accompanying prepaid card that can be used anywhere in the world

THE CHALLENGE

One of the main challenges that BigPay had faced when scaling up their media budgets was a gradually increasing Customer Acquisition Cost and so, Elixus was brought in to help scale up BigPay's Media Budgets whilst maintaining a low & controlled Cost Per Acquisition.

Our Strategy

In order to scale up BigPay's Media Spend whilst maintaining a low and controlled Acquisition Cost, Elixus's Performance Marketing Team had to implement a scalable Marketing Funnel that maximized the efficiency of their Custom Data Audiences through a Conversion Focused Approach. We had achieved this by:

① **Optimization of the tracking**

Systematically reviewing all Event Tracking integrations & ensuring that the Custom Audiences were set up correctly.

② **AB testing at scale**

Introducing AB testing frameworks in order to speed up the Content Optimization Process.

③ **Implementation of a Funnel campaign structure**

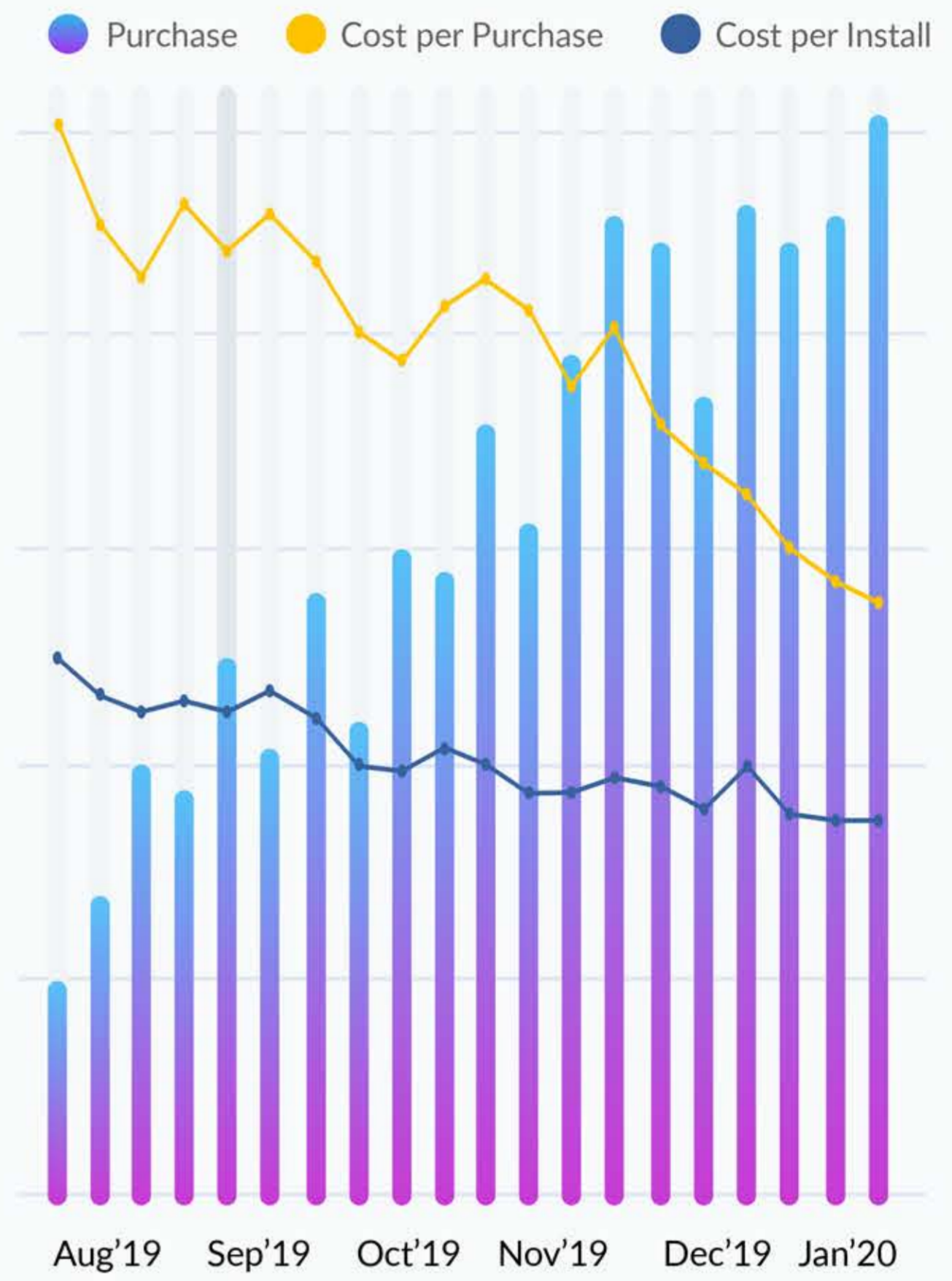
Setting up scalable campaign structures across all Media Buying Channels in order to have better budgetary control.

④ **Plug in with our Tech**

Leveraging on Elixus's internal monitoring algorithms to more rapidly identify & react to performance trends.

④ **A video focused strategy**

Layering on Richer Media Formats & Motion Graphics.



The Result

+70%
Conversion

-30%
Cost Per Install

-45%
Cost Per Conversion

THE WINNING APPROACH

Focus on AB testing

One of the main contributors to the overall performance lift was the fact that we had AB tested an Array of Creative Angles + Variations across the different Campaign Objectives such as "Installs", "Registrations" & "Reloads".

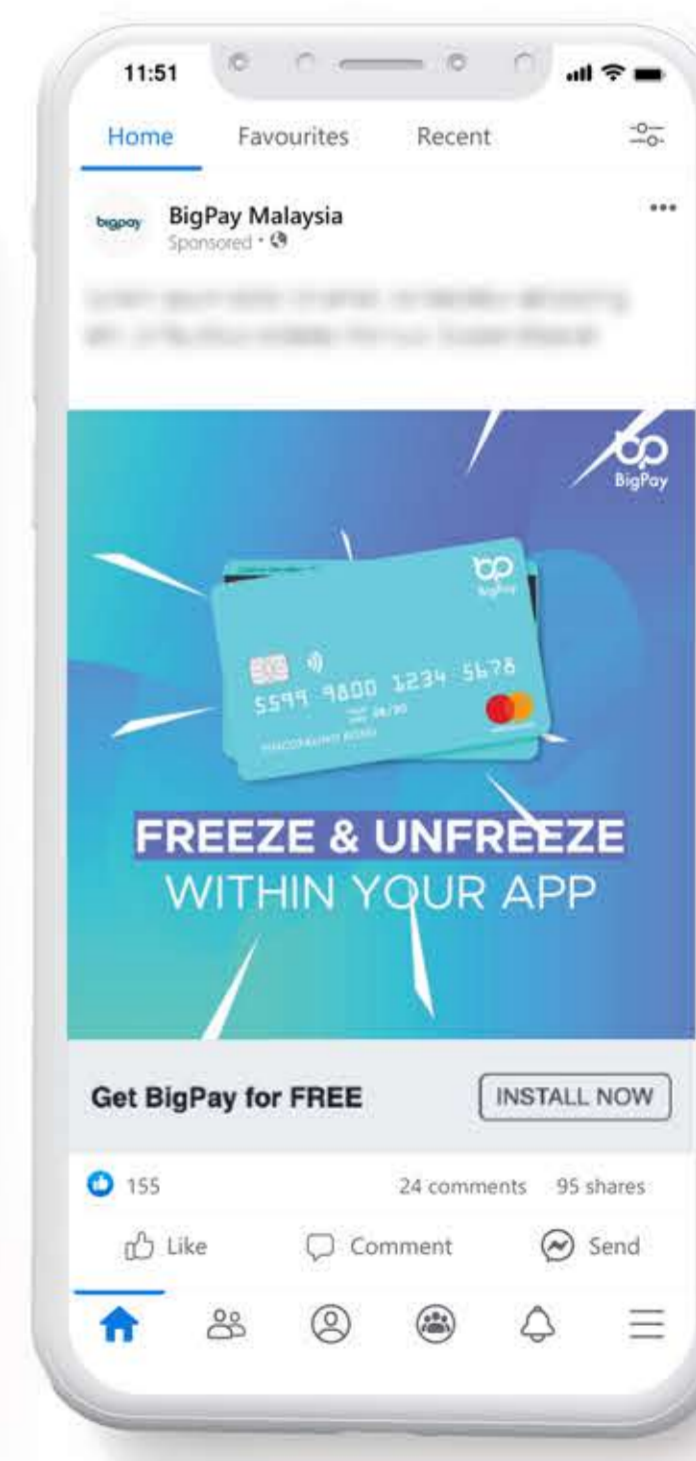
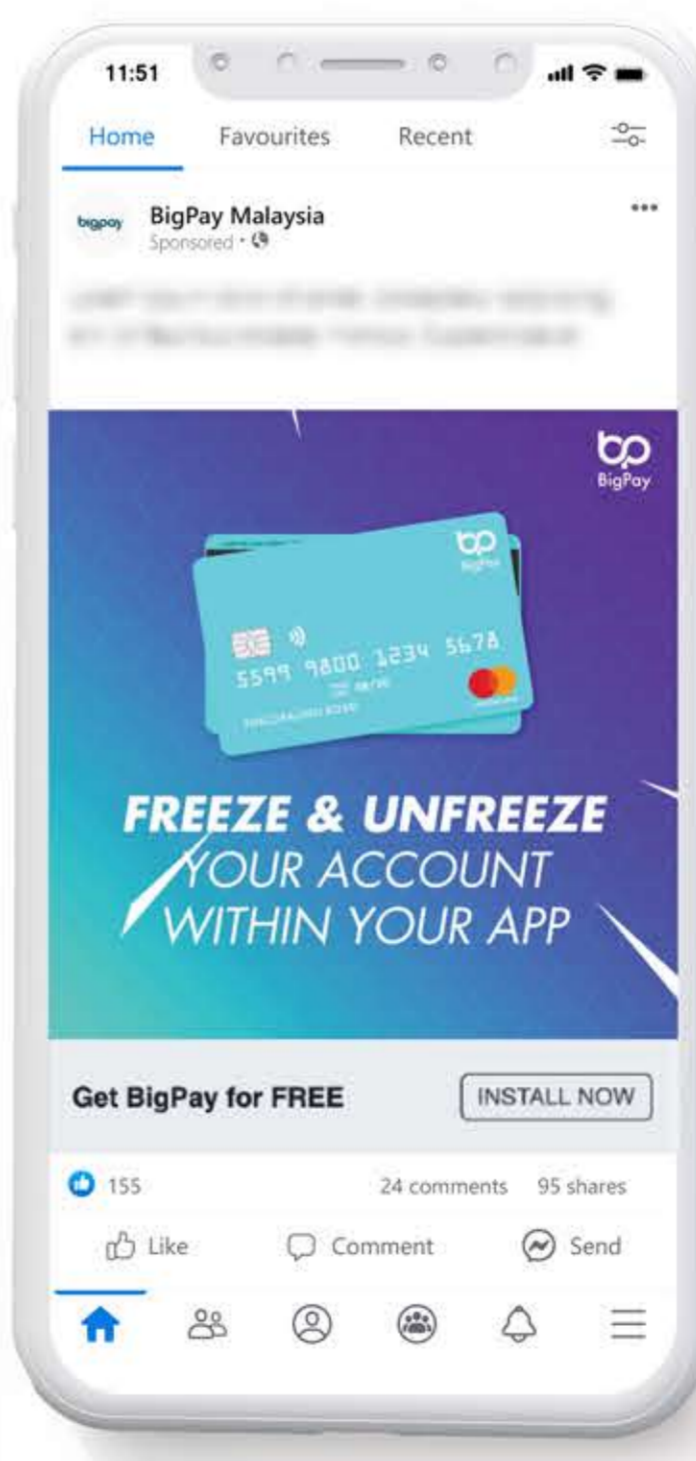
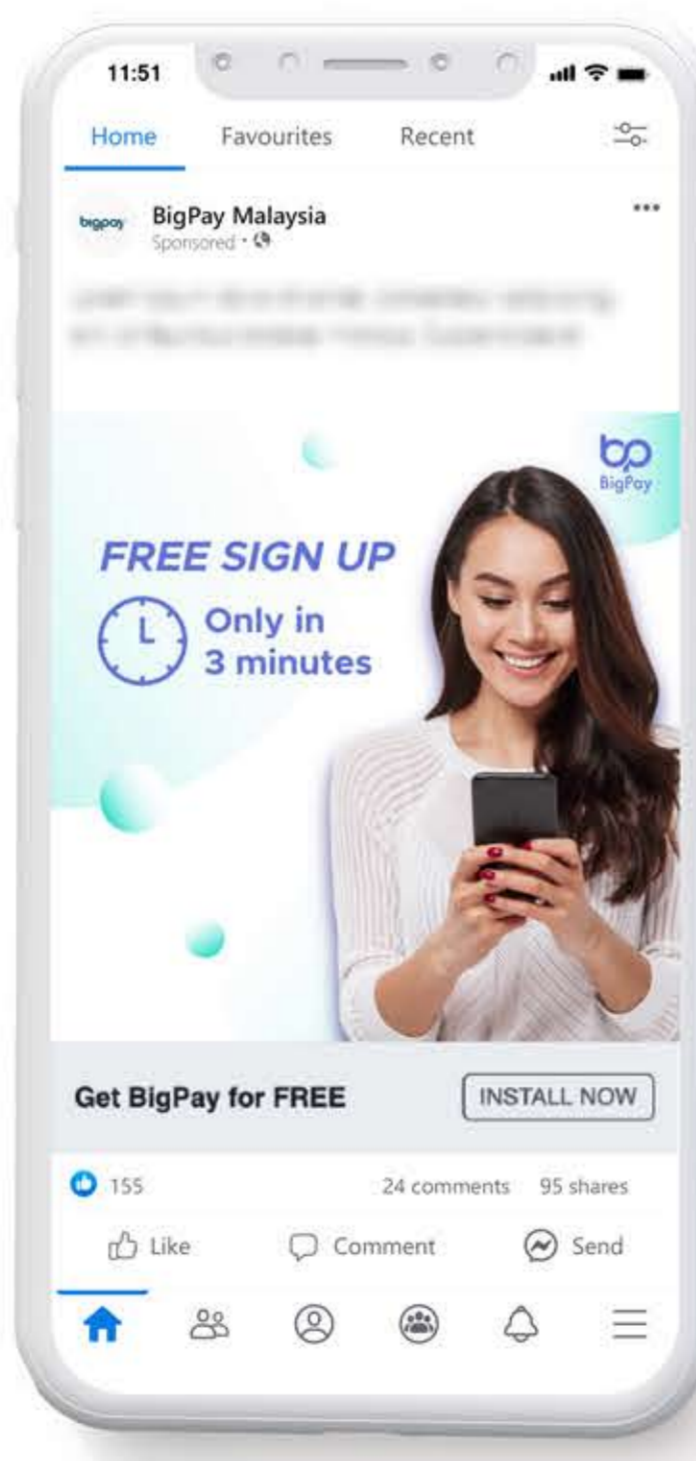
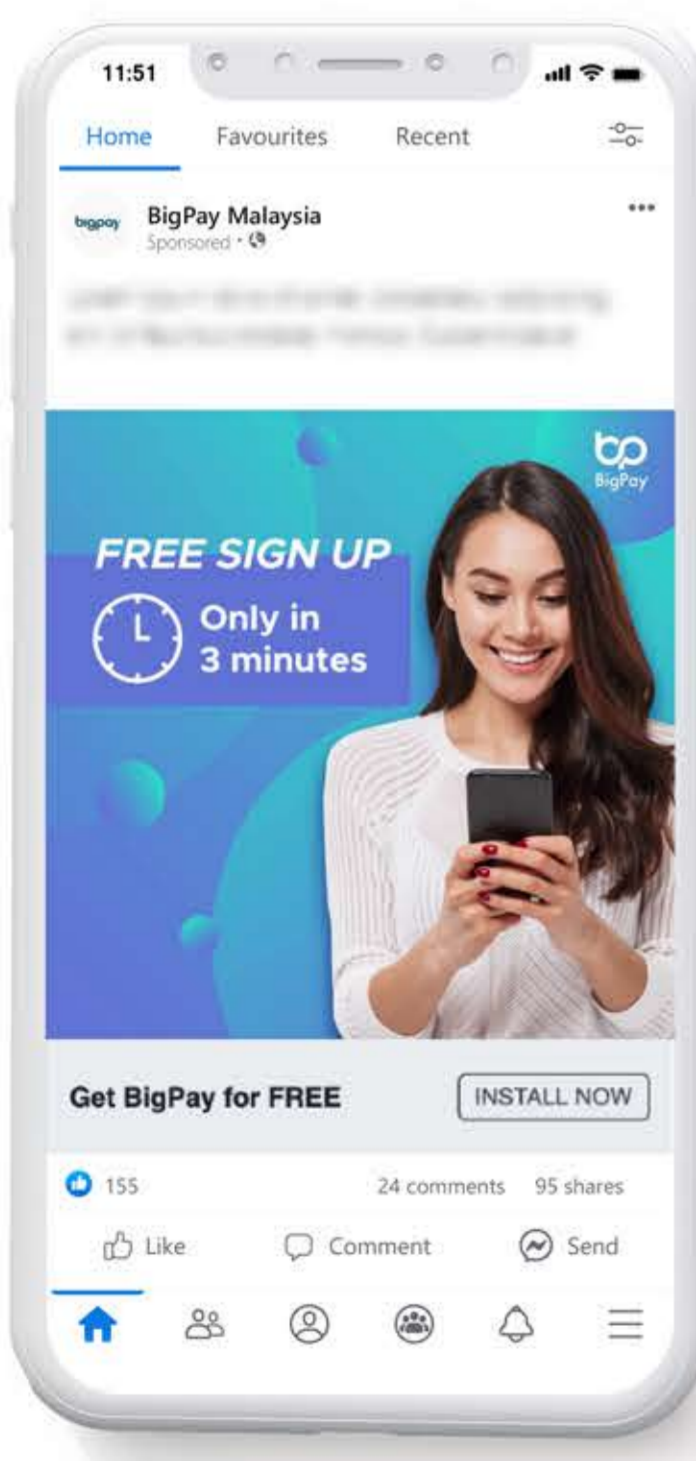
These AB tests enabled us to quickly identify the best performing Ad Angles along with the best performing Design Variations for each and every audience segment keeping their overall acquisition costs low & optimized.

Most cost efficient for Registrations

Low Cost per Click

Most cost efficient for Install

Lowest Cost per install



Client Testimonial



Working with Elixus is easy. The team working on our account is smart, responsive and always coming up with suggestions and improvements. Our feedback is promptly implemented and we can have open conversations about our goals and how to achieve them.



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Contact Us



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