



## CASE STUDY



# FinTech App Adds Hundreds of New Users By Going Live

## THE CHALLENGE

While FinTech apps have become wildly popular in the last few years, the marketplace is saturated with options. As a result, it can be challenging for emerging app developers to capture a strong market share. Meeting the client's growth objective was the primary hurdle that Acceleration Partners was tasked with overcoming. However, the client also stipulated that **Givling** be included in their growth efforts, as they are one of their highest performing affiliate partners.

Givling users can win crowdfunded prizes to pay off their student loans. Users must participate in trivia and complete offers to earn chances to enter prize drawings. Additionally, users can complete offers to reveal clues that announce winners.

## OUR APPROACH

In order to meet both objectives, Acceleration Partners proposed that the client host a 48-hour Facebook Live campaign with Givling. This unprecedented affiliate marketing tactic presented a prime opportunity for connecting with the client's millennial audience, many of whom enjoy interacting with brands directly via social media.

During the campaign, a new user showed viewers how to sign up for and interact with the client's mobile app. Givling generated buzz about the event among its subscribers by agreeing to announce a clue about a \$10K winner at the end of the live stream. Givling began posting about the Facebook Live collaboration on its social media pages a few days before the event.

**This campaign appealed to the client because it required zero out-of-pocket investment. They simply had to provide Givling with an exclusive offer so that the affiliate could promote the event.**

**The event exceeded expectations and encouraged hundreds of new users to link their credit cards to the app. In addition, the collaboration increased brand awareness and provided positive press for both Givling and the client.**

## RESULTS

# 388

new app users linked their credit card

# 10K

winners received 100k points from the client's app

# 5,000

points awarded to new users via an invite code

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