



# FYNCR APP




## MARKETING CASE STUDY



### ➤ INTRODUCTION

Fyncr, the innovative app, revolutionizes credit card bill management by providing a one-stop solution with enticing rewards. Avoid late penalties with AUTOPAY, ensuring seamless and secure transactions while earning FYX for exciting brand rewards. With world-class security, Fyncr safeguards your financial details, offering a worry-free experience in managing and paying credit card bills.

### ➤ CHALLENGES

-  Reaching the targeted audience who generally spend more with their credit cards.
-  Acquiring more users in the US region in a short period of time.
-  Engaging users to improve the lifetime value (LVT).

## ➤ **COMPREHENSIVE APP MARKETING SOLUTION:**

DCI executed a holistic marketing strategy encompassing social media promotions, App Store Optimization (ASO), user engagement initiatives, and targeted paid campaigns.

## ➤ **REMARKABLE OUTCOMES:**

- Through a synergistic approach, Dot Com Infoway successfully acquired a substantial user base for the Fyncr app, leveraging both organic and paid campaigns. Within just one month, our efforts translated into over **25K+ installations** in the US region, highlighting the effectiveness of our strategic marketing endeavors.
- Additionally, we have improved the percentage of **paying users to 10%** through effective re-targeting and user engagement activities.