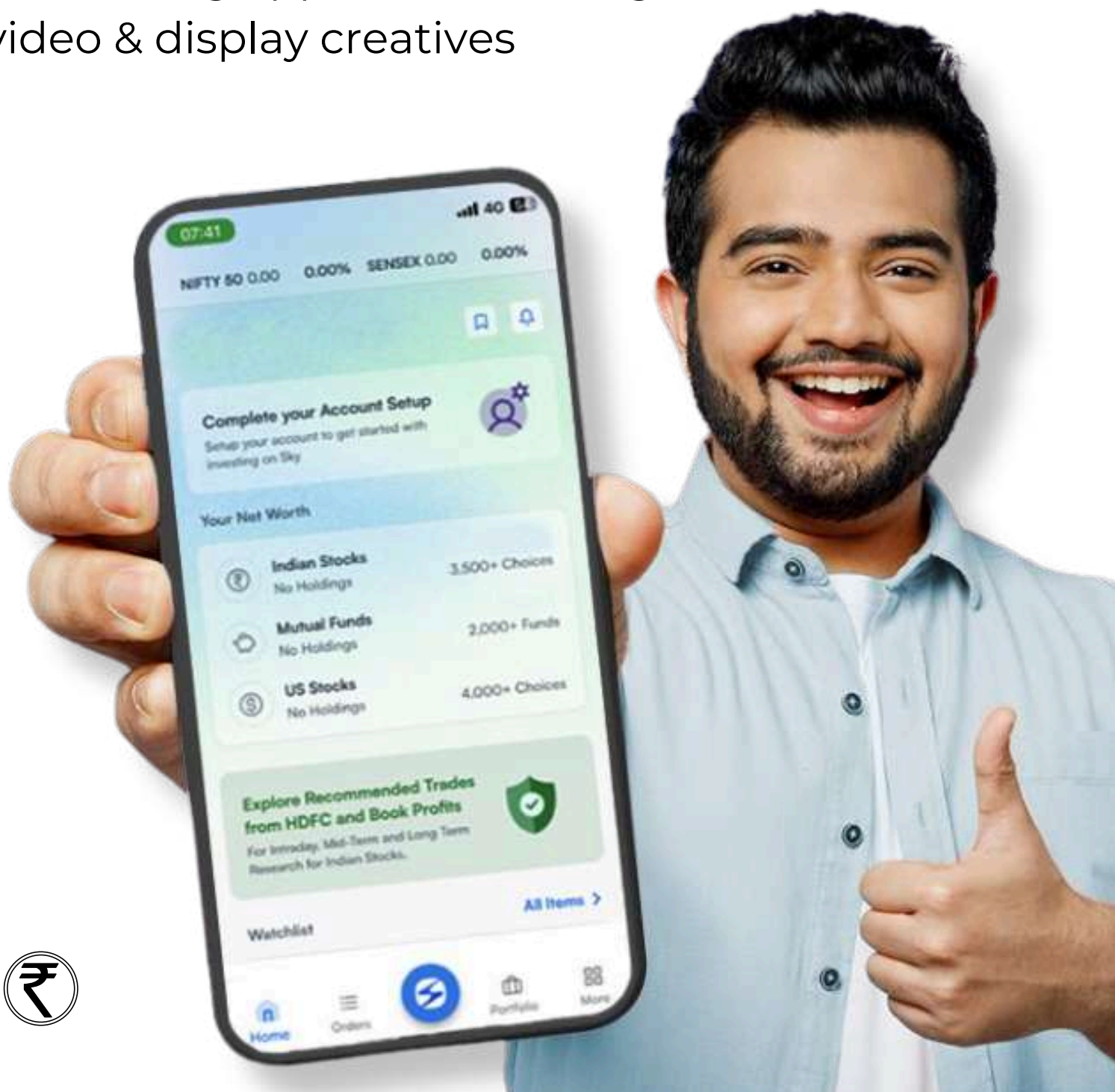


A NEXT-GEN FINTECH APP'S GROWTH STORY WITH VDO.AI

How a leading investment app leveraged VDO.AI's contextual ad formats across high-impact financial platforms to capture in-research investors, driving app installs through interactive, performance-led video & display creatives





CHALLENGE

In the crowded Indian fintech space, building trust and visibility for a new investment app is challenging, especially when audiences already have their go-to platforms.



INSIGHT

Digital-first investors are more likely to try new platforms if they see relevance, credibility, and a frictionless user journey, straight from the ad!



OBJECTIVE

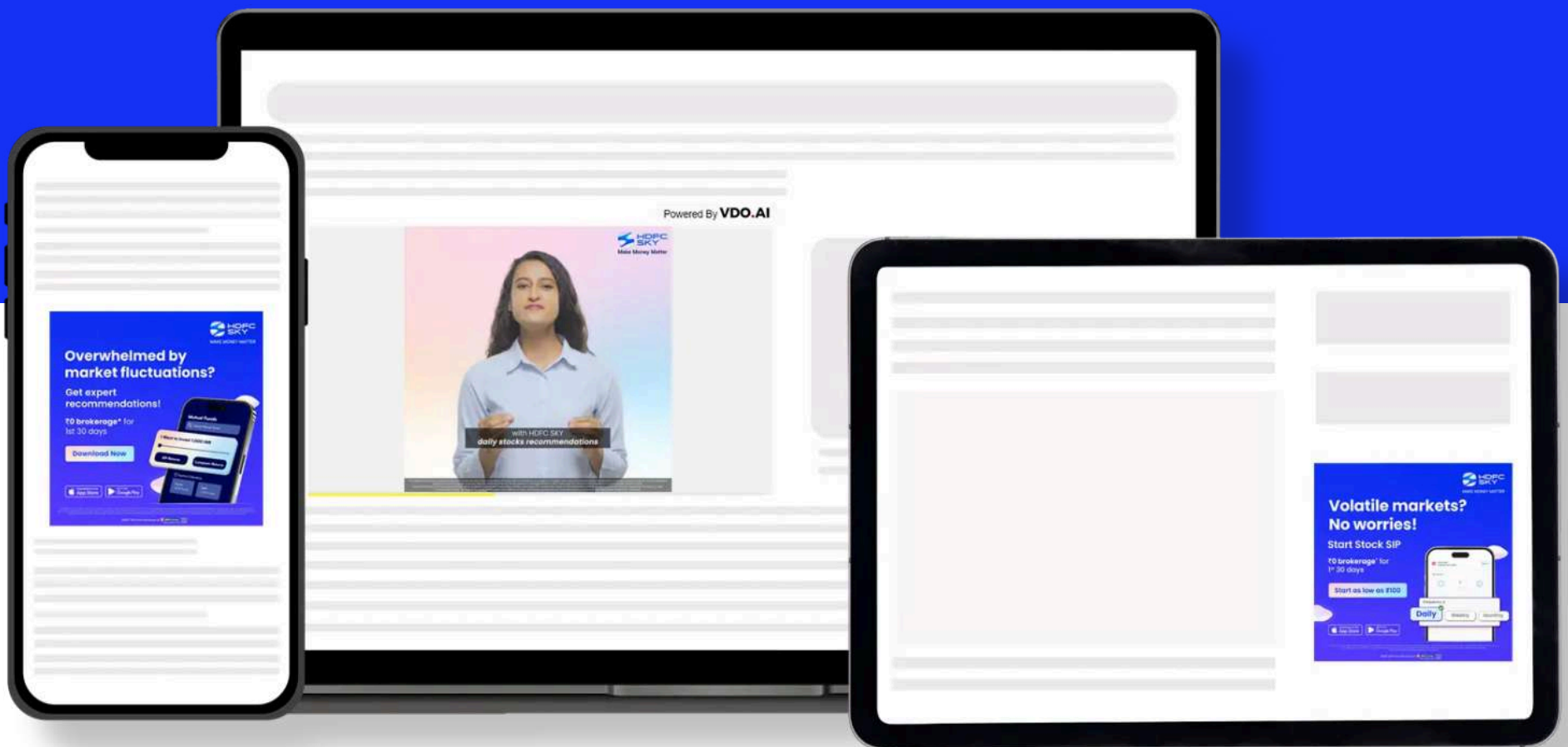
Drive awareness and app installs among financially savvy audiences by combining zero brokerage messaging with contextual, well-timed ad delivery.



INVESTING ATTENTION WHERE IT MATTERS

The brand partnered with VDO.AI to bring its proposition to life with cross-device & multiple format execution

- Interactive OLV ads that mirrored the app experience
- Contextual Display ads timed to financial content moments
- Premium placements on top financial platforms like Navbharat Times, TOI, Moneycontrol, and Business Today for credible visibility
- Geo-targeting and smart segmentation across Tier 1 & Tier 2 cities

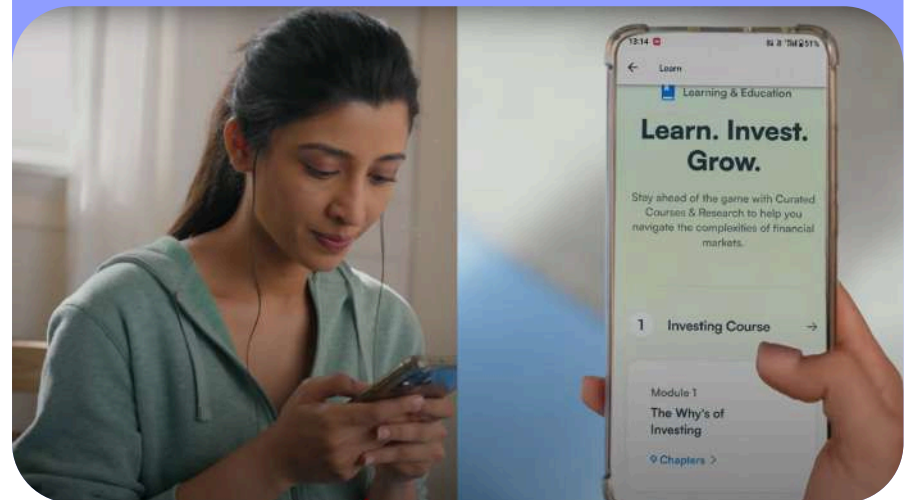


VDO.AI

15.87 sec
Viewable Time
on Top Creative



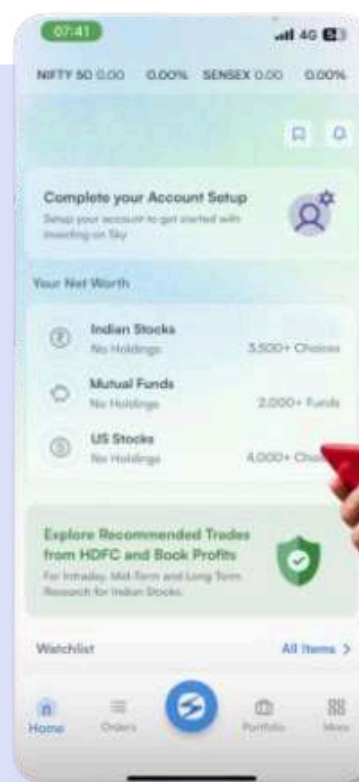
62 Mn+
Impressions



80.40%

(Higher than the industry avg of 60%)

Video
Completion Rate



VDO.AI

Power Growth With Contextual Ads That Convert

Reach out to us at hello@vdo.ai
to know more.



VDO.AI