



# CASE STUDY

## MASHREQ NEO



# THE OUTCOME

- The campaign was highly successful with client KPIs achieved and surpassed.
- We achieved the desired unique and verified High-Quality Account Opens on both Android & iOS platforms at a 50% lower cost per Account

# RESULTS

Duration: 2 Months

Android: 3.60% Account Open rate on installs

iOS: 2.37% Account Open rate on installs

3.60%  
Android

2.37%  
iOS

50%  
Less Cost Per  
Installs

