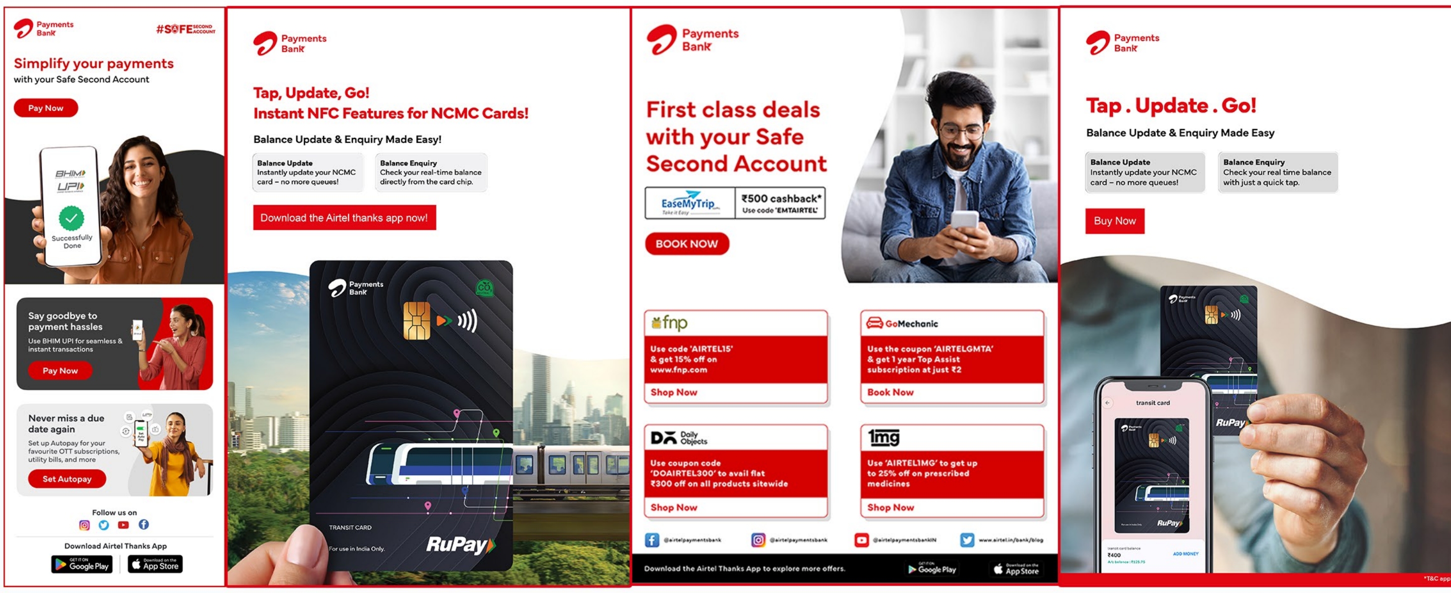
Payments Bank

THE KITE FLYERS



CASE STUDY

The Challenge

Airtel Payments Bank

aimed to scale its digital acquisition and engagement efforts across channels.

01

The key challenge was to:

- Improve campaign efficiency and ROI
- Reduce cost per acquisition in a competitive fintech space
- Drive higher engagement through targeted communication
- Optimize performance across multiple digital and communication channels
- Ensure consistency across collaterals, mailers, and campaigns

02

What Was Set Out to Build

We set out to create a performance-driven marketing system that would:

- Reduce cost per click (CPC) and improve efficiency
- Drive higher engagement through targeted campaigns
- Optimize ROI across digital channels
- Build a scalable communication and performance framework

Strategy & Execution

01 Performance Marketing Optimization

- Implemented targeted audience segmentation
- Optimized campaigns to reduce CPC and improve efficiency
- Focused on high-intent user targeting

02 Campaign & Communication Strategy

- Designed and executed mailer campaigns and marketing collaterals
- Created clear, action-driven messaging for higher engagement
- Ensured consistency across digital and offline touchpoints

03 Engagement & Conversion Focus

- Optimized campaigns for click-through and conversions
- Improved campaign structure and targeting logic
- Focused on measurable outcomes and continuous improvement

Results

20%
reduction in
CPC (Cost Per Click)

15%
CTR (Click-Through Rate)
across email campaigns

Improved
overall campaign ROI and efficiency

Impact

- Delivered cost-efficient performance marketing system
- Increased engagement through targeted communication
- Strengthened campaign effectiveness across channels
- Built a scalable framework for ongoing marketing initiatives