APPFLIX X crypto.com

CRYPTO.COM CASE STUDY

APPFLIX & CLIENT HANDSHAKE

AppFlix is a global **performance marketing** network focused on **mobile app user acquisition and growth,** with strong expertise in **Crypto, Trading, and Fintech across key global markets.**

Crypto.com is a leading **global crypto exchange and payment platform** with aggressive user growth goals in the US.

The **client partnered with AppFlix** to acquire **high-quality, finance-savvy users, with a clear focus on verified registrations and first-time deposits (FTD)**—scaling growth **without compromising user quality.**

THE CHALLENGE

1
LOW-INTENT TRAFFIC FROM BROAD IN-APP INVENTORY

Not all users engaging with in-app ads are inherently interested in crypto trading or KYC-heavy apps.

2
HIGH ONBOARDING FRICTION

KYC completion is mandatory—many users drop off between install and registration.

3
FRAUD RISK

Crypto campaigns often experience click injection, bots, duplicate device IDs, and non-human traffic.

Keeping fraud **below 20%** was a critical requirement.

4
NEED FOR SUSTAINABLE CPR

The client wanted to scale registrations, not impressions, ensuring every dollar spent drove users closer to **completed registration + potential deposits.**

5
DEMAND FOR DOWNSTREAM QUALITY

While CPR was the primary KPI, the brand also needed users who would proceed to **First Deposit** after registration.

Appflix needed to balance **scale + quality + compliance,** optimizing throughout the funnel.

STRATEGY & SOLUTION

1
CHANNEL MIX OPTIMIZATION

- Premium in-app finance & utility inventory
- US compliance-friendly networks
- OEM placements
- 20% budget to remarketing

2
DATA-DRIVEN CREATIVE STRATEGY

- 15+ crypto-focused ad sets
- Angles: Fast KYC, Secure Trading, $25 Bonus
- Static vs. explainer video A/B tests
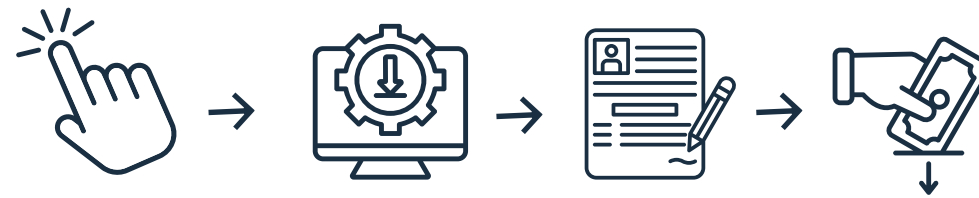- Localized creatives for top states

3
AUDIENCE TARGETING

- Finance-interested, investor personas
- Trading app behaviors
- Geo-prioritized Tier-1 states

4
OPTIMIZATION

- Daily bid adjustments
- Fraud filter removing 12% bad sources
- Scale only after quality stability

KPI IMPROVEMENTS

CLICK → INSTALL RATE (CTI)

0.8% → 1.3%
(+70% Improvement)

- **Tested** high-intent creatives
- Focused spend on **engaged placements**
- Controlled frequency to **avoid fatigue**

INSTALL → REGISTRATION RATE (PRIMARY KPI)

20% → 29%
(+45% Improvement)

- Blocked publishers below **10% ITR.**
- Implemented pre-lander educating users about simple KYC.
- Optimized targeting using lookalikes users and postback-based signals

REGISTRATION → FIRST DEPOSIT RATE (QUALITY KPI)

7% → 10.5%
(+50% Improvement)

- Excluded low-quality sources with **0 FD** despite high registration volume.
- Targeted premium devices **(Android 10+, higher RAM)**
- Used push notifications to nudge early deposits

FRAUD RATE

26% → 18%
(Kept Below 20% Target)

- **MMP rules:** Abnormal CTIT, rejected IP ranges, duplicate device IDs
- **Publisher blocking:** High clicks–low installs, zero-event traffic, irregular nighttime spikes
- **SDK-verified installs** enabled where available
- **Sub-source bid** optimization based on fraud trends

CONCLUSIONS & RESULTS

The partnership between **Appflix** and the **client** resulted in a **high-performing acquisition campaign that delivered both scale and quality.**

KPI	Performance Result
Registrations	Scaled across targeted geos
Registration Rate	+45% improvement
First Deposit Rate	+50% increase
Fraud Rate	Controlled at < 20%
LTV	Improved via high-quality users

Overall Impact

This CPR-driven strategy ensured that the client not only gained more verified registered users at lower cost, but also improved the future monetization potential by increasing First Deposit conversions.

Appflix successfully transformed the challenge of low-intent in-app traffic and high fraud exposure into a predictable, scalable, and quality-focused acquisition channel for the crypto brand.