

SAVING ACCOUNT CASE STUDY

Read more to know how **G Tech Web Marketing Pvt. Ltd.** a reliable Mobility Marketing solution helped **PaisaBazaar Marketing & Consulting Pvt. Ltd.** to increase number of interested buyers.

PaisaBazaar Marketing & Consulting Pvt. Ltd. India's No. 1 Marketplace for Loans and Credit Cards. They have made personal finance decisions easy, convenient and transparent for their customers. In less than three years, Paisabazaar has become the largest online platform for lending products (in terms of disbursements as per industry estimates).

CHALLENGES

PaisaBazaar Team is looking for number of saving accounts opening in a day over the Bank link using Aadhar within India. G Tech team researched for the match of the target audience according to the segregation required by PaisaBazaar. We worked on CPA services (Cost per Acquisition) where we send messages to PAN India Live Numbers with the content containing a Bank link where user need to put their Name & Mobile number, which then be verified using OTP, After this user needs to fill the mandatory part of Bank Form Ex. like (PAN number & Aadhar Number) once all details are done, user will get another OTP if number is registered with Aadhar, these numbers their & then gets the account number and Virtual Debit Card which are ready to be used immediately, those who do not have numbers registered with Aadhar gets the Wallet which then be used for all transactions. This process has made Bank Account Opening an easy job.



SOLUTION

This campaign consisted of sms content to be processed on PAN INDIA Locations where user will have to fill their details on bank page, our team has helped Paisabazaar to achieve their monthly targets with good numbers of accounts.

- Sms Campaigns on Daily basis
- Achievement of Opening Online Bank Accounts / Per day 1500 To 2000 Numbers. (Monthly Target Achieved 35K+ Accounts)

