

MONEYSMART

Performance marketing strategy and setup for Southeast Asia's leading personal financial comparison platform.



MONEYSMART

MONEYSMART

Personal finance comparison platform

HEADQUARTERS

Singapore

INDUSTRY SECTOR

FinTech

GEOGRAPHIC SCOPE

Southeast Asia

SERVICES PROVIDED

Performance Marketing

Strategy & Planning

THE CLIENT

MoneySmart is Southeast Asia's leading financial comparison platform allowing customers to make smarter financial decisions across different aspects of their daily lives. With a presence across Singapore, Taiwan, and Hong Kong, MoneySmart helps 100+ million people make better financial decisions.

THE CHALLENGE

As a brand, MoneySmart was looking for an embedded partner that could rethink its performance marketing strategy while implementing a new setup across markets and paid channels. The goal was to focus on efficient and consistent growth in applications across financial product categories while maintaining CPA. End-to-end tracking was set up allowing MoneySmart to link back media investments to revenue from approved applicants. This integrated tracking setup resulted in more efficient customer acquisition over time as media budgets could be allocated based on ROI.

THE SOLUTION

Understanding the business objectives, the admiral.digital team started off with a detailed audit of the existing accounts and campaigns. Insights gained from the audit, in combination with market specific research, was the starting point of a complete account rebuild. The new performance marketing strategy was driven by detailed search intentions, micro audiences fed from a DMP and a highly granular campaign structure. The new structure allowed for granular CPA targets to be assigned and resulted in a much better overall ROI.

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獨家賞HK\$2,000 +\$0手續費

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Get S\$50 Cash + 35,000 Air Miles

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Looking For A Fuss-Free Miles Card?

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Asuransi Kendaraan Terbaik
Perlindungan Menyeluruh
Klaim Mudah

AJUKAN SEKARANG

Stop losing your credit card air miles!

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TAR

kan Usaha dengan
ard Chartered

98%

Sign Up Bonus For HSBC Credit Cards

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FREE S\$200 For Your Dining!

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Liburan Aman & Nyaman dengan Asuransi Perjalanan Terbaik

AJUKAN SEKARANG

Struggling to earn more miles?

MONEYSMART

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Liburan Aman & Nyaman dengan Asuransi Perjalanan Terbaik

AJUKAN SEKARANG

Dana Cepat untuk usaha anda hingga Rp 2 Miliar

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AJUKAN SEKARANG

THE BEST CARD FOR AIR MILES

Asuransi Kendaraan Terbaik
Perlindungan Menyeluruh.

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Ajukan Kredit Tanpa Agunan dengan Bunga Mulai dari 0.98%

DUITPINTAR Standard Chartered

DUITPINTAR

Dapatkan Cashback Rp 500 Ribu Dengan Mengajukan Kartu Kredit Citi Sekarang Juga!

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GILBERT LIM VISA Signature Signature Signature

Citibank Credit Card Exclusive Promotion

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MoneySmart Make smarter financial decisions with us!
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FREE S\$200
For Your Cosmetics!

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Dapatkan Kartu Kredit
Dalam 3 Hari

DUITPINTAR **AJUKAN SEKARANG**

Dapatkan Pinjaman
Biaya Pendidikan
dalam 3 Hari

Bunga Mulai dari
0,98%

DUITPINTAR Standard Chartered

Pinjaman Jaminan
BPKB Mobil
Proses Cepat

Bunga Mulai dari **0,98%**

DUITPINTAR BFI FINANCE

UOB Credit Card
Promotion

MONEY SMART

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Want An Easy-To-Use
Cash Back Card?

MONEY SMART

DUITPINTAR

Dapatkan Pinjaman
Dalam 3 Hari

DUITPINTAR **AJUKAN SEKARANG**

100%

Functional regional performance marketing setup

47%

Increase in number of applications over 6 months

THE RESULTS

We integrated two full-time, senior performance marketing consultants operating as an extension of the MoneySmart marketing team and successfully established a fully functional regional performance marketing setup. Our four-staged approach of 1) audit and strategic research to drive insights, 2) build campaigns based on user journeys, 3) test and learn with minimum bids, and then 4) scale vertical / product specific inventory towards maximum cost per lead while analyzing the quality of channel specific leads down the funnel, led to a 47% increase in the number of applications in just over 6 months.

“

Admiral has been a solid partner and extension of my team since 2019, supporting a range of digital marketing strategies during a critical stage when MoneySmart was building out advanced marketing automation (CRM) capabilities and growing the marketing team. Admiral played and continues to play a significant consultant role for marketing growth investments and a very capable managed campaign support and services for paid media activation, using our CDP and first-party customer data strategy. We love a good agency / client board meeting once the job gets done!

”



MONEYSMART

DAVID HARLING

Managing Director, MoneySmart

WHY admiral.digital?



END-TO-END TRACKING

Our team of tracking experts allows clients to measure the whole customer journey from first point of brand contact to bottom-line business results.



PERFORMANCE MARKETING CAMPAIGNS THAT DELIVER RESULTS

Our experienced performance marketing teams use data to ensure deep audience understanding, effective content development and targeted distribution to maximise conversions.

admiral.digital



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