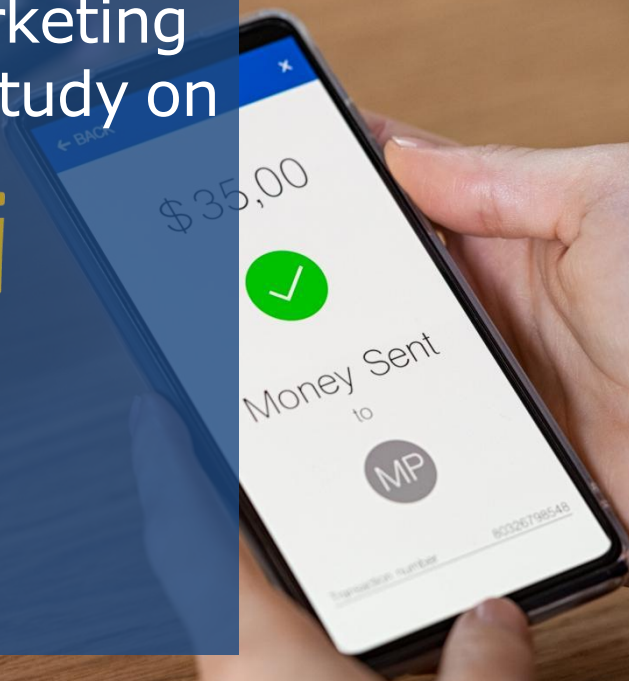


# Social Media Marketing Campaign Case Study on

## PaySii

www.paysii.com



## About the Company

PaySii is an online digital remittance platform, a UK-based financial services company. It is known for its ultra-competitive rates and instant mobile-to-mobile money transfers, which helps migrant communities send money to their loved ones with ease. They provide an easy-to-use service that displays a transparent user experience with no hidden fees and guaranteed exchange rates. They believe in giving the sender the peace of mind of knowing exactly how much they will pay and how much the receiver will get.

Their mission is - To drive a high standard and trustworthy money transfer service for all the customers that choose to transfer money with them.

## Solution PaySii Was Seeking:

PaySii, an online digital remittance platform, wanted to grow their brand awareness across 14 countries. They were looking for digital marketing solutions to develop their brand awareness, increase organic traffic, improve keyword rankings, and increase conversions for their business. They were finding it difficult to identify Digital Marketing channels as well as - How To Use Advanced Social Media Marketing Techniques, Whom To Target, What Strategy To Use, and How To Increase Conversions / Revenue for their business.

## Results:

- ✓ Overall campaigns got **6+ Million** impressions with **1+ Million** Reach with a high CTR (Clickthrough Rate).
- ✓ Generated **3,360+ leads** in 2 months (overachieved our targets by **73%**)
- ✓ CPA (Cost Per Acquisition) decreased by **89%**, increasing the quality of conversions
- ✓ CPC (Cost Per Link Clicks) decreased by **74%**

## Solution We Offered:

- After thorough research, we identified two platforms - Facebook and Instagram - to run the Ad campaigns.
- We came up with winning ad copies and creatives to run multinational Ad campaigns.
- Developed an engaging landing page along with conversion-centric CTAs.
- Launched and successfully ran various parallel multinational Ad campaigns across **14** countries - United Kingdom, Norway, Cyprus, Denmark, Netherland, France, Finland, Ireland, Italy, Finland, Sweden, Germany, Austria, and Malta.
- Ran 22 different ad sets as elements of four different campaigns. Each ad set was highly optimised to drive traffic to a Landing Page, resulting in increased conversions / transactions.
- Performed extensive testing of different campaign ads to optimise audience filtering, ad budget, and creatives.
- Optimized the bidding strategy based on the campaign performance.
- Implemented our tested and tried Audience Targeting Strategies to filter audience which contributed to the significant growth in the reach.