



**HEADSHOT**

MEDIA



# Campaign Details

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## Objective:

Fino Payments wanted to spread awareness about their brand & wanted customers to download their applications..

## Proposal:

HSM helped Fino payments bank with Install campaign for 2 months.

HSM created highly engaging & informative creative which would directly communicate with target audience and further helping them with app installs. HSM also helped Fino payments with Customer opening and adding minimum deposit of INR 450 into the accounts.



# Campaign Details - December 2023



Impressions Achieved

2.4 Mn+



Reach Achieved

1.2 Mn+



Installs Achieved

3524



Platform



Pages :  
NEWJ PLUS

**FinoPay**  
Sponsored

Enjoy 18 OTTs on OTTPlay Premium worth Rs 1532/-\* for Rs 1, by opening a FinoPay savings account

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- Zero minimum balance commitment
- Hassle-free transactions nationwide

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# Campaign Details - January 2024



Impressions Achieved

7.2 Mn+



Reach Achieved

3.4 Mn+



Installs Achieved

5,535



Platform



Pages :  
NEWJ PLUS

**FinoPay**  
Sponsored

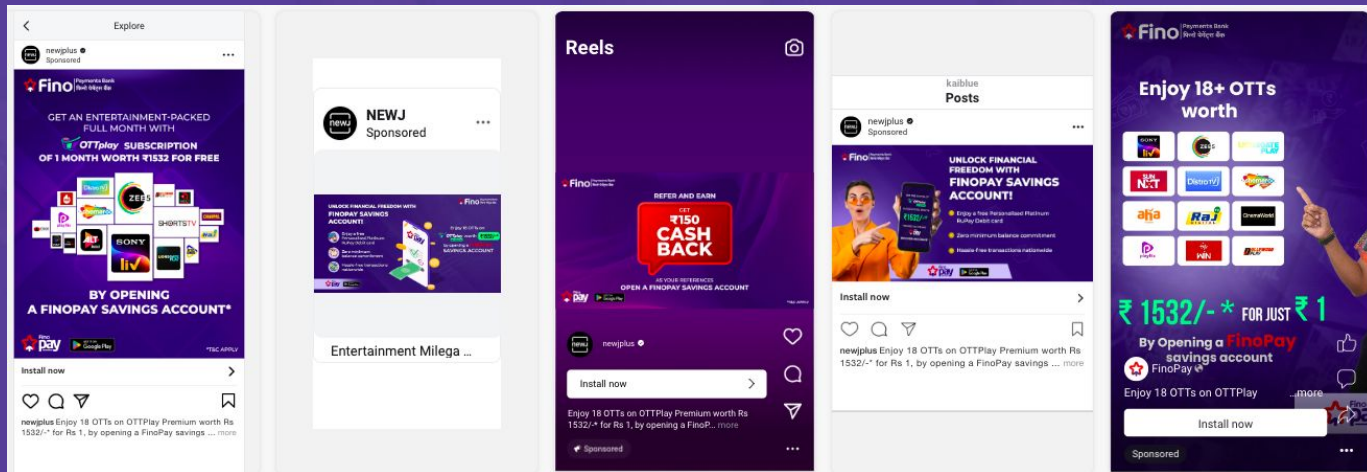
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# Campaign Details - February 2024



Platform



Pages :  
NEWJ PLUS



Impressions Achieved

7.3 Mn+



Reach Achieved

2.3 Mn+



Installs Achieved

11388

# Thank You

