



Cred App

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Geo – IN

Platform – Android + iOS

Pricing Model – CPA

Flow – App Install > Register > Member Approval

Traffic Type – Media Buying, Direct In-App, DSP

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Achievements

Period – 2019

Avg daily caps achieved – 300 user approvals

KPI Achieved – CR 60% from install to approval.

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CRED is a members-only app for users with Experian, CRIF or any other credit score greater than specific eligibility score that offers exclusive rewards for every credit card bill payment to members.

CRED's credit card spend tracking and management features provide simple, yet powerful tools for its members to manage their credit card more efficiently. You will need a valid Indian phone number to enrol as a member of CRED Club.

