



KreditBee

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Main task from the client – came to us with the goal to acquire new users

Geo – IN

Platform – Android

Pricing Model – CPA

Flow – App Install > Register > Loan approval

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

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Period – 2019

Avg Daily Caps achieved – 50-100 Loans per day

KPI Achieved – Loan disbursal CR around 13.8%

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KreditBee is an Instant Personal Loan platform for young professionals, where they can apply for a Salary Advance starting from 100\$ up to 2000\$ as per their requirement.

The documentation required is very minimal, and the entire process - starting from registration on app to loan disbursement does not take more than 15 minutes.

