CASE STUDY

LATAM Fintech App

A LATAM fintech app providing fast, accessible microloans to underserved consumers. The goal: scale in-app user acquisition while holding strict quality standards, so new users turn into approved and active loans.

CHALLENGE

Limited partner visibility made traffic sources hard to track. Work with multiple affiliates lacked transparency, so benchmarks were misused, scaling was inefficient and many users missed quality standards.

Z2A's approach

STRATEGY

Transparency & measurement

Full visibility on traffic sources and performance, with aligned reporting and an optimised MMP setup.

Controlled scaling & media buying

Volume increases only after key KPIs are met, with in-house media buying adding higher-quality users.

Scalable & compliant acquisition

Diversified channels aligned to your targeting rules, compliance requirements and quality thresholds.

Results

FIRST 3 MONTHS

8%

Install-to-loan-approved rate (vs 3% target)

30%

Low–mid risk users

LOAN-GENERATING USERS