

Fivvy

Success Stories

Business Case: Up-Selling

Fintech

Promotion of Premium Features

Summary

The client aimed to promote the premium features of their mobile app. With Fivvy, key users were identified, and through personalized push notifications, the adoption of these features increased by 28%.

Key Metrics

- ✓ 1.2M active users analyzed
- ✓ 200K users with high interaction in banking apps detected
- ✓ 28% increase in premium feature usage

Strategy

- ✓ Identification of users who use similar apps with advanced features (e.g., investments, trading).
- ✓ Identification of users with high purchasing power (e.g., premium banks, airline/VIP apps).
- ✓ Targeted push notifications highlighting the benefits of premium features. Segmentation of users with high activity in their own app and other apps in the financial sector.
- ✓ financial sector.



+28% **+40%**

Adoption of
Premium Features

Increase in App
Usage Time

-15%

Reduction in Churn
Among Premium Users

Business Case: Cross-Selling

E-commerce



Promoting Own Wallet

e

Resumen

The client, with 3 million users, launched their own wallet, highlighting exclusive benefits such as discounts and promotions for its use. Through targeted campaigns aimed at users of other financial apps, they successfully added 200,000 new users to their application.

Key Metrics

- ✓ 3M active users monitored
- ✓ 2.2M users with frequent use of other wallets
- ✓ 800K users with their own wallet

Strategy

- ✓ Detection of users who use competitor financial apps.
- ✓ Targeted campaigns for shared users highlighting exclusive benefits.
- ✓ Offering discounts or promotions to attract frequent competitor users.



200k

New monthly active users

+25%

Transactions made in the wallet

+15%

Uninstallation of competitor apps

Business Case: Retention

Gaming

Increase Active Users

Resumen

A gaming company with 800,000 users successfully boosted active users by 20% thanks to Fivvy. By identifying users with other games and their usage trends, they implemented rewards, themed events, and push notifications. Additionally, they achieved an increase in microtransactions.

Key Metrics

- ✓ 800K total users
- ✓ 185K monthly active users
- ✓ 60% of users in other gaming apps/Top 5

Strategy

- ✓ Exclusive rewards for active players.
- ✓ Themed events designed to encourage user participation.
- ✓ Personalized push notifications about achievements and upcoming events.



+20%

Active Users

+15%

Daily Revenue (users log in more times per month)

+25%

Average Session Time per User (users spend more time)

+18%

Microtransaction Revenue

Business Case: Cross-Selling

Insurance

Increasing Sales of Home and Life Insurance with Intelligent Segmentation

Resumen

The client identified, thanks to Fivvy, that 650K users were using apps related to family and security (e.g., Tapo, security cameras). Additionally, 43% were using a competitor's insurance. They implemented targeted strategies that resulted in a 23% increase in sales of home and life insurance.

Key Metrics

- ✓ 900K total users
- ✓ 650K users with family-related apps (e.g., baby monitoring, child education, others)
- ✓ 43% of users with a competitor's app

Strategy

- ✓ Identification of users with a high likelihood of having a family based on the use of related apps (e.g., family health, school apps).
- ✓ Identification of users with a high likelihood of having other competitor insurance (competitor app installed).
- ✓ Targeted marketing campaigns highlighting specific benefits for families.
- ✓ Personalized promotions for bundled home and life insurance.



+23%

Aumento en ventas de seguros para el hogar

+152%

Tasa de conversión de usuarios segmentados

Business Case: Retention

Streaming

Increasing Retention and Service Usage

Resumen

The client aimed to increase retention and achieve higher app usage. With Fivvy's help, they identified users who frequently interact with other entertainment apps. Through personalized notifications and exclusive content offers (based on their preferences), they captured their attention and fostered greater engagement on their platform.

Key Metrics

- ✓ 1.5M active users analyzed
- ✓ 250K frequent users segmented
- ✓ Increase in app usage time

Strategy

- ✓ Identification of users who regularly interact with entertainment apps.
- ✓ Identification of preferences and interests, such as sports with the Garmin app.
- ✓ Offering exclusive content to recurring users.
- ✓ Personalized notifications highlighting updates and launches based on preferences.



+20%

Monthly usage
frequency

+18%

User retention

+12%

Increase in premium
subscription revenue

Business Case: Partnerships

Tourism

Increase in Sales Through Strategic Partnerships

Resumen

A tourism company with 2 million users sought to increase sales through strategic partnerships. With Fivvy's support, they identified their customers' main banks. By forming partnerships and offering promotions with these banks, they achieved a 32% increase in bookings.

Key Metrics

- ✓ 2M users analyzed
- ✓ 300K users interested in travel and booking apps identified
- ✓ +25% in downloads of airline and hotel partner apps

Strategy

- ✓ Identification of users of other travel planning and booking apps.
- ✓ Identification of customers' main banks.
- ✓ Personalized promotions achieved through partnerships, sent to 150K users for exclusive tourism packages in installments.
- ✓ Promotion of new partnerships on social media.



+32%

In tourism package bookings

+250%

Shared revenue from joint sales

+50K

New users from partnerships

Case: Data Monetization

Tourism

Offering Personalized Loans

Resumen

A tourism company with 1.5M users, interested in monetizing its data (through Fivvy), identified 500K potential users interested in loans. Using the Fivvy marketplace, they sent a loan promotion to their users for travel, generating USD 45,000 in conversion revenue.

Key Metrics

- ✓ 1.5M active users analyzed
- ✓ 500K users with potential interest in loans
- ✓ 200K users with relevant usage history shared with financial companies

Strategy

- ✓ Identification of users likely to need financing (e.g., savings apps, credit apps, and trips to expensive destinations).
- ✓ Loan offers through Fivvy marketplace partnerships to identified customers.



+18%

Loan applications
through associated
fintechs

+12%

User conversions in the Total sales
tourism sector

+10%

Case: Retention and Increased Usage Frequency

Delivery

Boosting Order Frequency with User Segmentation

Resumen

A delivery company with 3.5 million users aimed to increase order frequency per user. Thanks to Fivvy, they identified users who alternated between several delivery apps and launched retargeting campaigns. These strategies resulted in a 20% increase in weekly orders, strengthening recurring usage of their platform.

Key Metrics

- ✓ 3.5M users analyzed
- ✓ 700K users with high interaction on competitor apps detected
- ✓ 25% increase in order frequency per user

Strategy

- ✓ Identification of users who alternate between multiple delivery apps and analysis of usage patterns (order frequency, timings, service type).
- ✓ Retargeting campaigns targeted at frequent competitor users with exclusive discounts.
- ✓ Personalized promotions sent during peak activity times and days.



+20%

Weekly orders
per user

+30%

Retention of frequent
users

-18%

Reduction in churn

Case: Detection of Anomalous Usage Patterns

Fintech

Identifying Unusual Activities in the App

Resumen

A fintech with 1.2 million users aimed to identify unusual activities in their app and reduce the incidence rate. Through constant monitoring of apps and activities, combined with precise user segmentation, they managed to reduce threat detection time by 35% and decrease incidences by 25%.

Key Metrics

- ✓ 1.2M users analyzed
- ✓ 15K anomalous usage patterns detected
- ✓ False alert rate reduced to 8%

Strategy

- ✓ Monitoring of unusual activities such as repetitive access or atypical behavior at unusual hours.
- ✓ Apps identified with fraudulent activity.
- ✓ User segmentation
- ✓ Proactive communication with affected users.



35%

Reduction in threat detection times

25%

Incident rate reduction

+18%

Retention of user trust

Case: Data Monetization with a Tourism Company

Retail

Selling Leads for Tourism Packages Targeting Remote Workers

Resumen

A retail company with 2 million users sought to sell leads for tourism packages aimed at remote workers, with the goal of achieving at least 25% sales during the low season. Thanks to Fivvy's advanced segmentation, they identified these key users and met their objectives, optimizing the sales of tourism packages and leveraging a specific audience.

Key Metrics

- ✓ 2M users analyzed
- ✓ 350K users with remote worker characteristics identified
- ✓ +25% increase in tourism package sales during the low season

Strategy

- ✓ Identification of remote workers through analysis of work-related app usage (e.g., video conferencing tools, project management) and patterns of limited geographic mobility.
- ✓ Creation of a specific segment in the data marketplace for tourism companies interested in attracting this user profile.
- ✓ Targeted campaigns with flexible tourism package offers designed for low-season getaways.



+25%

Bookings for tourism packages during the low season

+20%

Tourism revenue in less-visited regions

Case: Marketing Budget Optimization

Multi-Industr

Global

Focusing Marketing Budgets on the Right Social Media Platforms

Resumen

Through the analysis of social media usage data, the most relevant platforms for each user group were identified. This allowed companies to optimize their marketing budget by focusing campaigns on the platforms with the greatest impact, improving advertising performance, and reducing unnecessary costs.

Key Metrics

- ✓ 4M users analyzed
- ✓ 3.2M users segmented by predominant social media usage
- ✓ 25% reduction in unnecessary advertising spend

Strategy

- ✓ Analysis of social media usage patterns (frequency, usage time).
- ✓ Identification of the most-used platforms by key audience segments.
- ✓ Reallocation of advertising budget to predominant platforms based on each user segment.



+40%

ROI from
advertising
campaigns

-25%

Costs associated
with campaigns on
low-impact
platforms

+30%

User conversions on
priority social media
platforms

Case: Increase in Main Activity

Bank



Increase in Main Activity for Recurring Transactions

Resumen

A bank used Fivvy to identify that a large portion of its users were making recurring payments with cards from other banks on apps like Netflix and Amazon. Through exclusive benefit campaigns, they achieved a 35% increase in the volume of recurring transactions processed with their cards.

Key Metrics

- ✓ 2M active users analyzed.
- ✓ 750K users identified with recurring transactions on competitor apps.
- ✓ 35% increase in the volume of recurring transactions processed with the bank's cards.

Strategy

- ✓ Use of Fivvy to analyze the apps used by customers (e.g., Netflix, Amazon, Uber Eats).
- ✓ Integration of Fivvy data with the bank's internal records to detect customers making recurring payments with cards from other banks.
- ✓ Targeted marketing campaigns with exclusive benefits to encourage the use of the bank's cards (e.g., cashback on popular platforms, interest-free months on subscriptions).



35%

Reduction in threat detection times.

25%

Incident rate reduction. Retention of user trust.

+18%

Case: Increase in Subscriptions to In-House Services

Entertainment

Converting External Users to Customers with Streaming Discounts

Resumen

Through data analysis, users consuming external streaming platforms were identified and offered attractive discounts to migrate to the internal service. This strategy tripled conversion rates, strengthened the base of in-house users, and increased subscription revenue.

Key Metrics

- ✓ 2.5M users analyzed.
- ✓ 600K users identified as consumers of external streaming platforms (e.g., Max, Disney).
- ✓ +300% increase in conversion rate of external users to in-house services.

Strategy

- ✓ Identification of users using external streaming platforms through analysis of installed apps and viewing time patterns.
- ✓ Design of a promotional campaign with exclusive discounts to subscribe to the company's in-house streaming service.
- ✓ Personalized messages via channels like email and push notifications targeted to identified users.



+30%

Active user base of the in-house platform.

3x

Conversion rate of external users to in-house service.

+15%

Recurring subscription revenue.

Case: Marketing Budget Optimization

Retail, Consumer Goods, and Financial Services Global

Resumen

Companies in the retail industry faced high costs in market research to remain competitive in a dynamic environment. With Fivvy, they gained access to updated and detailed insights into user habits, eliminating the reliance on traditional data collection methodologies. This enabled faster decision-making, more effective campaigns, and significant operational cost savings.

Key Metrics

- ✓ 3M users analyzed to understand consumption habits.
- ✓ 40% reduction in costs associated with traditional market research.
- ✓ Implementation of real-time data-driven strategies with a 20% increase in campaign effectiveness.

Strategy

- ✓ User behavior data, identifying purchase preferences, interaction platforms, and competitor apps used.
- ✓ Replacement of traditional market research methods, such as surveys and focus groups, with updated data obtained directly from mobile devices.
- ✓ Use of insights to design personalized strategies based on real user behavior patterns, reducing the need for external validations.



-40%

Identification of specific segments based on lifestyles, app usage, and affinity with competitor brands.

+25%

Reduction in costs for market research and third-party data acquisition.

+20%

Increase in campaign effectiveness.

100%

Replacement of traditional methods with digital data collection tools.

Case: Increase in Main Activity for Recurring Transactions

Bank

Identification of Unusual Activities in the App

Resumen

The bank used Fivvy to identify apps where users were making recurring payments with competitor cards. By launching personalized offers, the bank managed to regain customers and position itself as the preferred card. This resulted in a 35% increase in the volume of recurring transactions and a 20% boost in customer retention.

Key Metrics

- ✓ 2M active users analyzed.
- ✓ 750K users identified with recurring transactions on competitor apps.
- ✓ 35% increase in the volume of recurring transactions processed with the bank's cards.

Strategy

- ✓ Use of Fivvy to analyze the apps used by customers.
- ✓ Integration of Fivvy data with the bank's internal records to detect customers making recurring payments with competitor cards.
- ✓ Targeted marketing campaigns with exclusive benefits to encourage the use of the bank's cards (e.g., cashback on popular platforms, interest-free months on subscriptions).
- ✓ Use of push notifications and email campaigns to reinforce exclusive benefits.



35%

Reduction in threat detection times.

25%

Incident rate reduction.

+18%

Retention of user trust.