

**CASE STUDY**

Altro Scores 73% Engagement Uplift, 22% More Users in Just 3 Months

72.73%

Increase in engagement rate

22%

More blog users

17%

Boost in engagement time

About Altro

Altro helps users build credit and financial power through recurring payments and subscriptions. Altro, symbolizing "other," aims to reshape the world by democratizing financial knowledge and resources. It confronts traditional financial power dynamics, ensuring inclusivity across diverse backgrounds.

The Problem

While Altro had made significant strides in the financial empowerment space, they saw an opportunity for further growth in boosting brand awareness and acquiring more app downloads. They partnered with us at 97th Floor to refine and elevate their organic strategies and paid advertising channels.

The Strategy

We embarked on User Experience Research (UXR) to pinpoint where Altro's communication strategy lagged behind its competitors. This research revealed that our paid ads were attracting high Click-Through Rates (CTRs), but these weren't converting into desired user actions. To address this, we implemented two key strategies:

1. Creating a "How It Works" Page: We crafted a detailed page on Altro's website, intending to clarify their services and benefits. This page would serve as the central focus of our digital advertising strategy.
2. Launching an Educational Blog: We started a blog centered on financial literacy to engage and educate Altro's target audience. This blog aimed to provide valuable insights in an engaging and understandable format.

Results

Following the "How It Works" page launch, we observed a 72.73% rise in engagement rate and an average session time of 1m 11s. In the three months after introducing the blog, user views increased by 22.74%, engagement time by 17.38%, and event counts by 16.13%.