



BBVA MEXICO CASE STUDY

Appflix & Client Handshake



Appflix is a **performance-focused user acquisition** partner specializing in **CPA-led growth** for regulated industries, with a strong focus on **validated events, fraud control**, and **CRM-approved** outcomes—not surface-level installs.

BBVA Mexico is one of the country's **largest** and **most trusted** financial institutions, offering **mobile-first banking** products including **digital accounts and payroll services** in a highly regulated environment.

BBVA partnered with Appflix to scale **verified digital account creations** and **payroll portability requests**, while maintaining **strict compliance, data accuracy, and fraud prevention**—paying only for **clean, approved events**.



Key Challenges Identified

1

Scaling in a Highly Regulated Banking Environment

- Strict **CRM, fraud, and data** validation rules limited **targeting** and **optimization** flexibility
- Events required **precise formats, mandatory fields, and client-side approval**
- Scale had to be achieved without **compromising regulatory integrity**

2

High-Intent, Multi-Step Conversion Journeys

- Digital account creation involved **multiple steps, increasing drop-offs**
- Payroll portability required credential sharing and legal consent, naturally **filtering low-intent users**
- Growth depended on attracting **users willing to complete complex, trust-heavy flows**

3

Fraud Prevention & Event Quality Control

- Risks included **fake applications, duplicate IDs, and automated or incentivized traffic**
- **Incomplete or malformed** event payloads led to **immediate rejection**
- Success depended on scaling **approved events**—not **attempts** or **installs**

A Compliance-First Growth Strategy

1 Compliance-First CPA Structuring

- Two independent CPA events: **digital account creation** and **payroll portability**
- Payment triggered only on **successful, CRM-approved events**
- Event-specific optimization logic aligned with **BBVA validation systems**

2 High-Intent, Funnel-Aware Acquisition

- Targeting focused on **salaried professionals** and **financially active users**
- Creatives clearly set **expectations** around **data, ID, and contract steps**
- Funnel designed to **reduce drop-offs** and **incomplete applications**

3 Clean Growth & Fraud-Controlled Scaling

- Strict event integrity checks for **formats, fields, and payload accuracy**
- Continuous **QA and sub-ID level monitoring** to block **low-quality sources**
- Only **fraud-validated**, approved events **counted** toward growth

KPI Impact That Actually Mattered



Only **fraud-validated, CRM-approved** events counted toward growth



Strong completion and approval rates across both **CPA** events



Minimal invalid, reversed, or rejected event volume



Improved conversion efficiency across complex onboarding flows



Stable, scalable CPA performance within regulatory constraints



Results That Go Beyond Installs

Campaign Results

Clean, CPA delivery
validated through
**CRM and fraud
checks**

Scaled **high-
quality**, approved
**digital account
and payroll events**

Minimal fraud
exposure with
**strong event
integrity**

Sustainable CPA
performance
aligned with
acquisition goals

Business Impact for BBVA

- Confidence to scale **CPA-driven** digital banking acquisition
- **Strong** alignment between **marketing spend and approved users**
- **Reduced** operational effort from **invalid or incomplete applications**
- **Clear visibility** into traffic **quality and event validation**

Why Appflix for Regulated Banking

1

Expertise in regulated banking acquisition



2

CRM-approved, outcome-driven CPA delivery



3

Advanced multi-step event optimization



4

Fraud-safe and compliant growth scaling

