

SUCCESS STORY

HOW EVEST ACHIEVED REMARKABLE GROWTH WITH INTENT EDGE'S 'BEST MOMENT TO ENGAGE'

Evest, a leading financial trading platform, partnered with Intent HQ to optimize user engagement and conversion rates.

By integrating Intent Edge's AI-driven 'Best Moment to Engage' feature via a simple SDK, Evest identified and acted on critical in-app behavioral signals to drive meaningful interactions, resulting in exceptional business outcomes.

THE CHALLENGE

Evest aimed to increase first-time deposits (FTD) by converting newly registered users into trading and paying customers through highly targeted engagement strategies.

Their key challenges included:

- Encouraging first-time deposits among newly registered users.
- Increasing application registrations.
- Boosting deposits during key trading periods like Black Friday.

With Intent Edge's technology, Evest was able to engage users at the exact moment they were most likely to act, optimizing their marketing engagement for maximum impact.

CAMPAIGN 1

DRIVING FIRST-TIME DEPOSITS THROUGH TARGETED STOCK INVESTMENTS

THE GOAL

Increase first-time deposits by encouraging investments in Talabat stock.

TARGETING STRATEGY

Reached Arabic-speaking users at the optimal moment for engagement.

THE RESULTS

24x

higher conversion rates

PRECISION-DRIVEN ENGAGEMENT

identifying optimal moments
to connect with traders

CAMPAIGN 2

BOOSTING APP REGISTRATIONS AND FIRST-TIME DEPOSITS

THE GOAL

Increase app registration rates and First-Time Deposits (FTD) of new, but unregistered users.

TARGETING STRATEGY

Reached unregistered app users, previously untargetable, using Intent Edge 'Best Moment to Engage'.

THE RESULTS

16%

registration conversion rate

33%

of users inserted their First-Time Deposit (FTD)

CAMPAIGN 3

MAXIMIZING DEPOSITS DURING BLACK FRIDAY WEEK

THE GOAL

Increase user deposits during the high-volume Black Friday trading period.

TARGETING STRATEGY

Engaged both depositors and non-depositors at optimal moments.

THE RESULTS

14x

CTR uplift

18x

increase in campaign value

36x

conversion lift



I am delighted with the remarkable results achieved through Intent HQ's 'Best Moment to Engage' capabilities. By identifying optimal engagement opportunities, we increased conversions by 24x compared to another solution.

This data-driven strategy, powered by Intent HQ's innovative technology, has unlocked substantial growth potential and proven the value of the solution in driving significant business growth.



Elias Khoury

Director of Growth | Product | Innovation
Evest



Want to achieve
24x higher conversions?
[Click here to learn more about Intent Edge](#)

