



Funngro

Gig Economy · India-wide

3.7× the industry post-install activation benchmark — 74.5% activation rate.

CAMPAIGN PERFORMANCE HIGHLIGHTS

INDUSTRY CONVERSION RATE

3.7×

74.5% post-install activation vs
<20% benchmark

VALID CLICK RATE

76%

verified before billing — 24%
invalid traffic caught

CAMPAIGN ATTRIBUTION

100%

every rupee tracked to a real task
completion

UNVERIFIED BILLING

0%

all invalid traffic clicks filtered
before invoice



— THE CHALLENGE

Installs without activation. No way to measure what actually worked.

Funngro's real metric was task completion after install — not raw install count. Standard networks had zero visibility into what happened after the click, making optimisation impossible.

01

Youth audience doesn't respond to traditional ads

Gen-Z users ignore banner and search ads for new apps — peer recommendation is the only trust signal that works.

02

High drop-off between install and first task

Users installed but never completed their first earning task — the product's key activation moment.

03

Earning model needed proof, not claims

"Earn money by completing tasks" is a category full of scams — users needed to see real withdrawals, not ad copy.

04

No attribution beyond the install event

Standard networks provided click-to-install data only — zero visibility into which creators drove active users.



— THE SOLUTION

Student creators who earn on Funngro themselves.



Matched with student and micro-earning creators

Creators already using the app documented their own task completions and withdrawal proofs.



Show-the-earnings content format

Screen recordings of actual task completions and bank transfers — the most credible proof available.



Click quality verified before billing

76% of clicks confirmed as genuine before any billing — bot and duplicate traffic blocked at ingestion.



Post-install conversion tracked to task completion

Attribution extended past the install — each creator's active user rate measured and optimised.



CAMPAIGN RESULTS

3.7× higher post-install activation. 74.5% task completion rate.

POST-INSTALL CONVERSION

3.7× Higher

Activation Rate

VALID CLICKS BILLED

↓24% Traffic

Verified

TASK COMPLETIONS

318 tracked

task completions

COST PER CONVERSION

Full Campaign

Attribution

We're a Shark Tank featured app but getting students to actually earn — not just install — was the challenge. Popbrain's creator network drove a 74.5% post-install activation rate. That's what growth looks like.

Funngro Growth Team | Funngro — Shark Tank Season 3

TOP CREATORS

#	CREATOR	FOLLOWERS	CTR
#1	@mensinboots Business · Brand Ambassadors	806K	6.8%
#2	@thetwirlingtwins Entertainment	253K	5.9%
#3	@tuntunstorytoon Motivational Pages · Smartphones	362K	4.7%