

REPLIES THAT SELL VALU*

CHALLENGE:

Valu, Egypt's leading fintech platform, offers easy and flexible financial solutions that help people live the lifestyle they want. But explaining finance on fast platforms like TikTok isn't simple. The terms can feel complicated, products need context, and users often rely on comments for quick explanations that aren't always quick or clear. This became our main challenge: TikTok comments had turned into a customer-service hub, with thousands of daily questions about financial terms, products, conditions, and benefits. Most replies needed more space than TikTok's 150-character limit, making it harder for users to understand Valu and slowing down downloads and activation.

OPPORTUNITY:

Valu's TikTok community was highly active and engaged, which meant users were already seeking information and showing clear intent. This created a strong opportunity to turn existing demand into deeper understanding, by simplifying financial concepts in a format built for TikTok and guiding users toward confident decision-making.

SOLUTION:

We set a clear direction: convert confusion into clarity. By creating platform-native explanations that break down Valu's products, terms, and benefits in simple, concise content, we transformed TikTok moderation from a bottleneck into a conversion driver helping users understand Valu faster and increasing qualified app downloads and activation.

RESULTS:

ACTIVATION EFFICIENCY

1 ACTIVATED USER 5 REGISTRATION TO 1 PER 3

28,700 APP INSTALLS

16,312 NEW USERS

19,240 NEW FOLLOWERS

8.5M

REACH

24.4M

VIEWS

31.3M

IMPRESSIONS

