

# AVOW Launches Mobile OEM Advertising Playbook for the Fintech App Industry

## New Resource Helps Fintech Marketers Scale User Acquisition Beyond the Duopoly

**Berlin, 8th April 2025** – [AVOW](#), the award-winning global app-growth company specializing in mobile OEM advertising, is proud to announce the release of its first industry strategy guide: *The Mobile OEM Advertising Playbook for Fintech Apps*. This playbook is tailored to help fintech app marketers—and the broader finance and digital banking ecosystem, including crypto, neobanks, trading platforms, BNPL services, and payment apps—navigate today's advertising challenges by leveraging untapped growth opportunities through mobile OEM advertising.

With traditional ad platforms becoming increasingly crowded, restricted, and costly—especially for fintech brands—AVOW's new playbook provides a clear, strategic roadmap for diversifying user acquisition beyond the duopoly of Google and Apple.

### The playbook includes:

- **Regional Insights:** Snapshots of the current fintech landscape in key regions such as North America, Europe, Southeast Asia, and more.
- **Key Challenges:** An overview of the biggest hurdles facing fintech advertisers today, from rising customer acquisition costs and fierce competition to platform restrictions and consumer skepticism.
- **Intent-Driven Marketing:** Understanding intent and identifying high-intent users.
- **Mitigating Fintech Fraud:** Valuable insights from leading MMPs AppsFlyer and Singular
- **Proven Solutions:** Practical solutions using AVOW's mobile OEM partnerships with leading global device manufacturers such as Samsung, Xiaomi, Huawei, OPPO, and Vivo.
- **Success Stories:** Real-world fintech case studies with tailored AVOW mobile OEM solutions.

*"This isn't just another whitepaper—it's a hands-on guide for fintech growth leaders looking to future-proof their acquisition strategies," said Robert Wildner, CEO and Co-Founder of AVOW. "We created this playbook to give app marketers the blueprint they need to tap into overlooked channels, scale efficiently, and outpace competitors."*

## **Transforming the Way Fintech Apps Achieve Scalable Fraud-Free Growth**

This industry playbook initiative reinforces AVOW's mission to help mobile marketers unlock new channels for sustainable, fraud-free user acquisition. It builds on the success of AVOW's previous resources—such as the [Mobile OEM Guide](#), [Dynamic Preloads & Mobile Gaming Guide](#), the [Mobile OEM Ad Formats Guide](#), and most recently, the [Organic Uplift Guide](#)—by offering fintech-specific insights tailored to today's toughest acquisition challenges.

Trusted by fintech and finance apps like Will Bank, Kredivo, OctaFX, Exness, Baubap, Vietell and more, AVOW integrates with all major Mobile Measurement Partners (MMPs)—AppsFlyer, Adjust, Kochava, Singular, and Branch—ensuring accurate tracking, seamless optimization, and access to high-quality, fraud-free traffic at scale

**The Mobile OEM Advertising Playbook for Fintech Apps is now available.**

→ [Access the playbook here](#)

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### **About AVOW:**

[AVOW](#) is an award-winning, global app growth company specializing in mobile OEM advertising. Founded with the vision to revolutionize mobile OEM advertising, AVOW has rapidly emerged as an industry leader with more than 100 advertisers on their roster. Through its partnerships with mobile OEMs, its proprietary tech AVOW Intelligence, and the joint formation of [KYLN](#), a premium multi-channel distribution platform for game app developers, the company provides access to over 1.5 billion daily active users and offers clients over 10 million monthly downloads.