

## Easypaisa launches Pakistan's first ever 'digital-first' campaign for Easyload

**September 02, 2021:** Easypaisa, Pakistan's leading digital payments platform, continues its efforts to introduce ground-breaking innovations through its first ever 'digital-first' marketing campaign. From concept to execution, the campaign is planned based on learnings and digital analytics that Easypaisa has accumulated over the years. Shot in a vertical frame to customize its viewership specifically for smartphones, the campaign is the first of its kind to adopt a unique and innovative take on advertising.

As Pakistan's largest App, Easypaisa caters to millions of Pakistanis by enabling them to take financial control in their own hands through their smartphones. Targeting the tech-savvy, smartphone user-base, the campaign will be providing captivating viewership along with an immersive experience to the audience on social media platforms like Facebook, Google, Instagram etc. through their handheld devices.

The 'digital-first' campaign has been launched to promote Easypaisa's latest big offer 'Easypaisa App pay to aisa hota hai' which provides users with an incentive to receive a PKR 50 voucher on App signup and another PKR 50 cashback on first self-load of PKR 100 or more, making self-load via Easypaisa much more attractive as compared to scratch cards, retailers and other bank portals. Thus, collectively the offer gives new users a 100% payback for their initial adoption of the payment platform.

Speaking on the development, M. Mudassar Aqil, CEO, Easypaisa/Telenor Microfinance Bank, said; "Pakistan's digital landscape has witnessed substantial evolution over the past few years and we are proud to have played a significant role in this aspect. Smartphones are quickly becoming a necessity in today's day and age and as the country's largest App, we at Easypaisa are making efforts to enable all Pakistanis to embrace financial freedom. Our 'digital-first' campaign is a personification of how we perceive digital Pakistan to be and we are excited to see the response it generates".

Over the years, Easypaisa has earned the distinct reputation of being the leader not just in promoting financial inclusion through collaboration and technology but also in employing innovative tools for its efforts to reach out to all Pakistanis.

Watch the DVCs: <https://www.youtube.com/playlist?list=PLeyAkY5m9OSRmJ7jznwFymwvgh0bQZJVQ>

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**About Easypaisa / Telenor Microfinance Bank Limited**

Easypaisa, powered by Telenor Microfinance Bank is at the forefront of revolutionizing fintech in Pakistan by delivering innovative, cutting-edge technology solutions. We began our journey in 2005 by establishing a national footprint, with the launch of micro-lending programs. In 2009 we created history by launching the country's first mobile banking service that has evolved to become the most used digital payments platform.

Backed by the largest fintech in the world, Ant Group (affiliate company of Alibaba Group), and the leading multinational organization across Scandinavia and Asia, Telenor Group, we aim to promote financial inclusion by empowering all Pakistanis to adapt convenient and secure digital financial solutions.

**OUR VISION** | Creating a transparent economy that all Pakistanis can participate in |

**OUR MISSION** | Transform Pakistan into a cashless and financially inclusive society by creating value through the power of collaboration and technology |