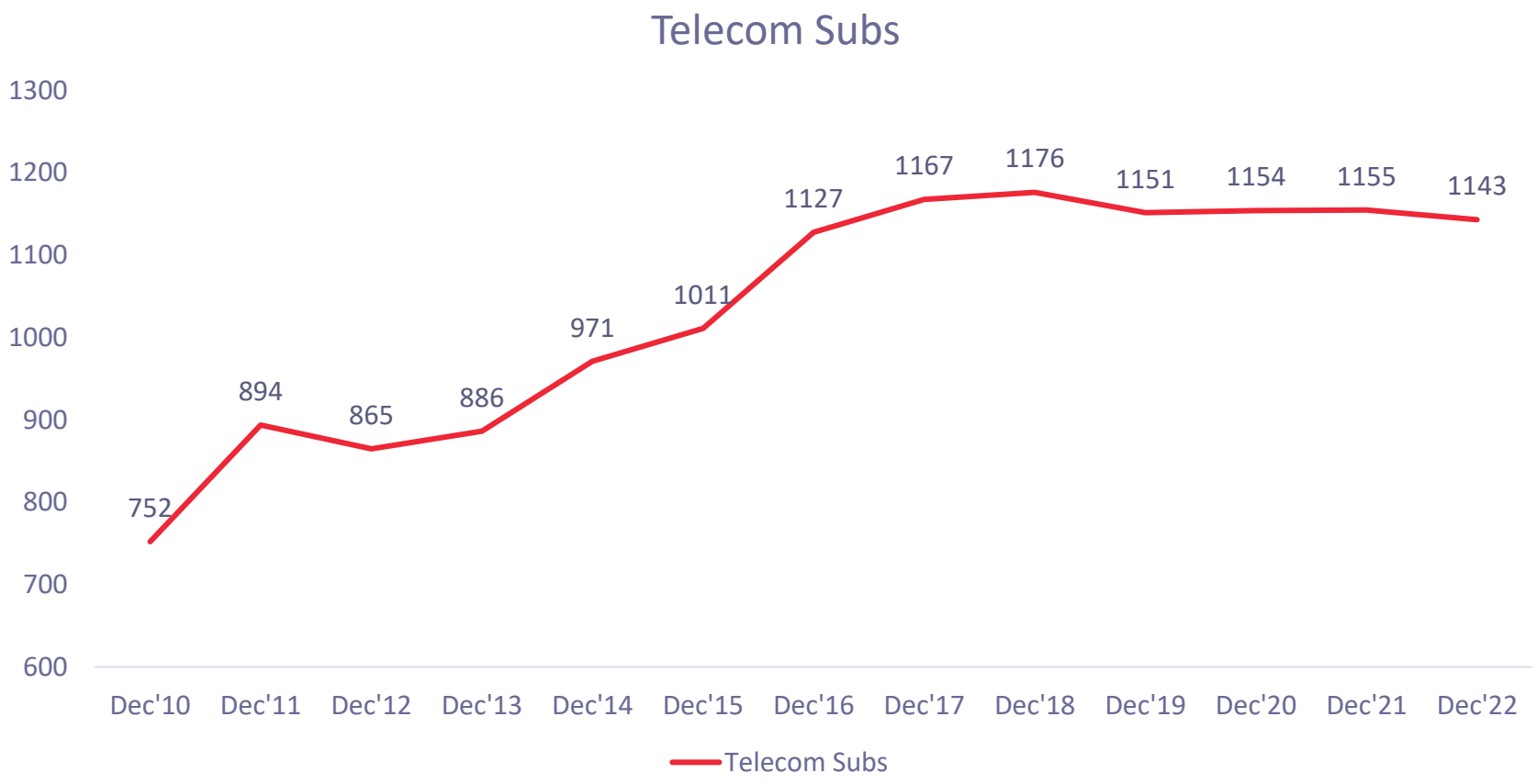
How we leveraged a branding platform to achieve performance goals.

How does one increase APP Installs

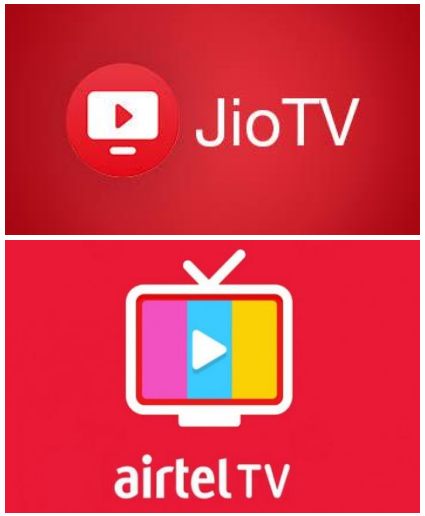
Indian telecom industry is now saturated



New avenues to increase their app user base

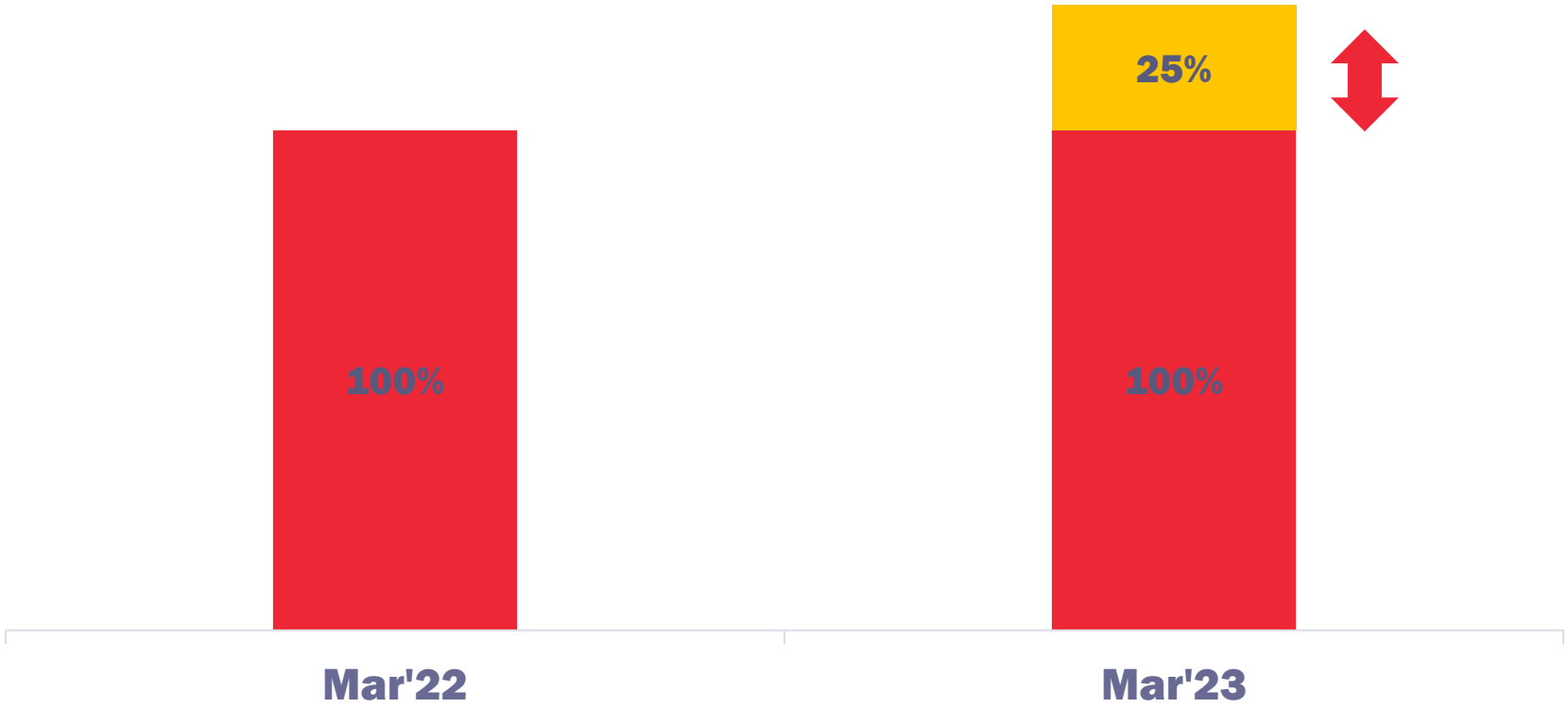
Music

OTT Partnership

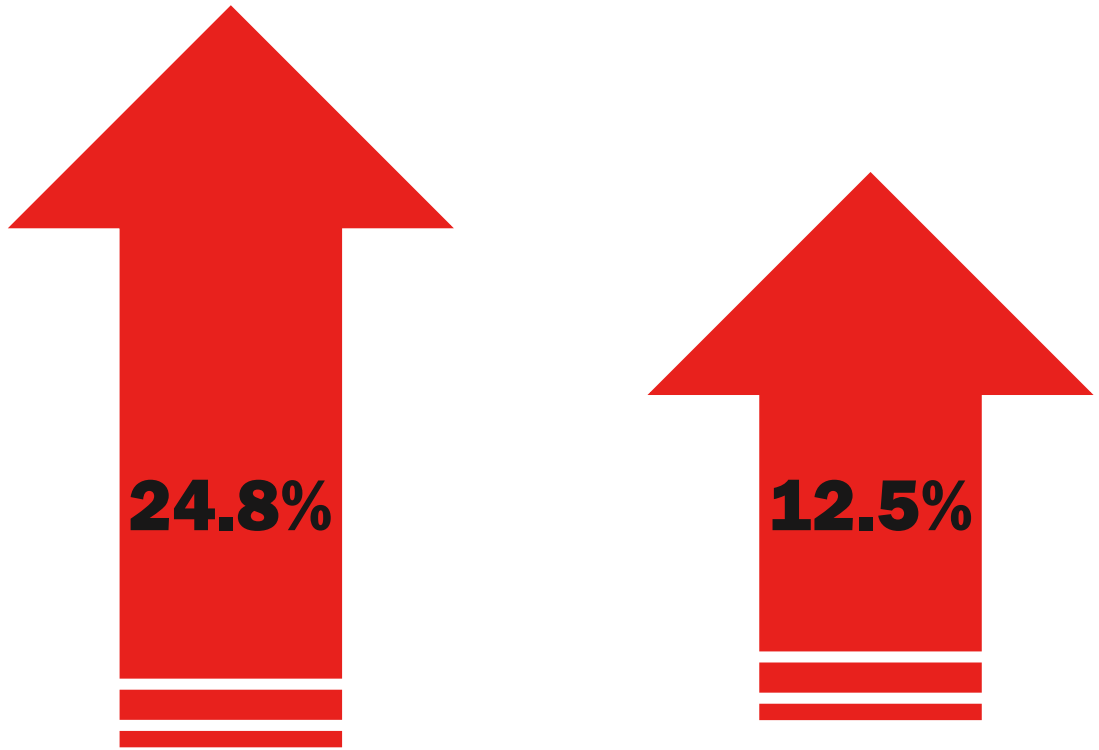


Live TV

To increase Monthly Active Users on app by 25%



Mobile app installs ad spending spiked by 24.8% last year

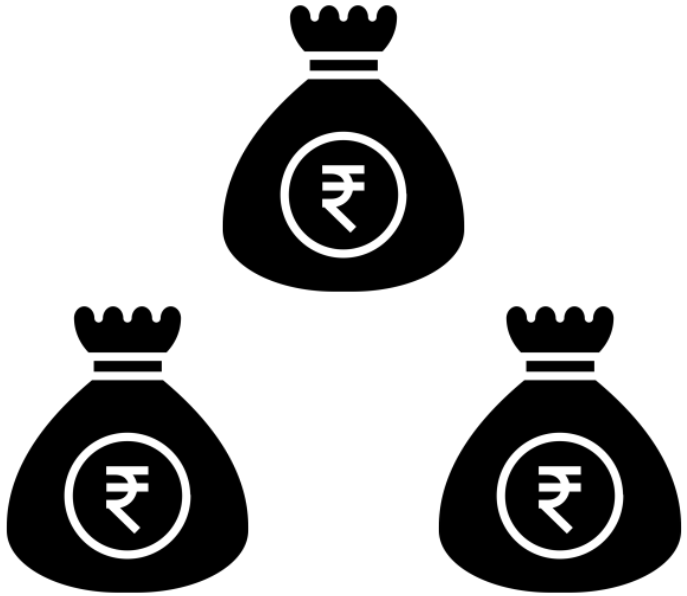


App Installs Ad Spends

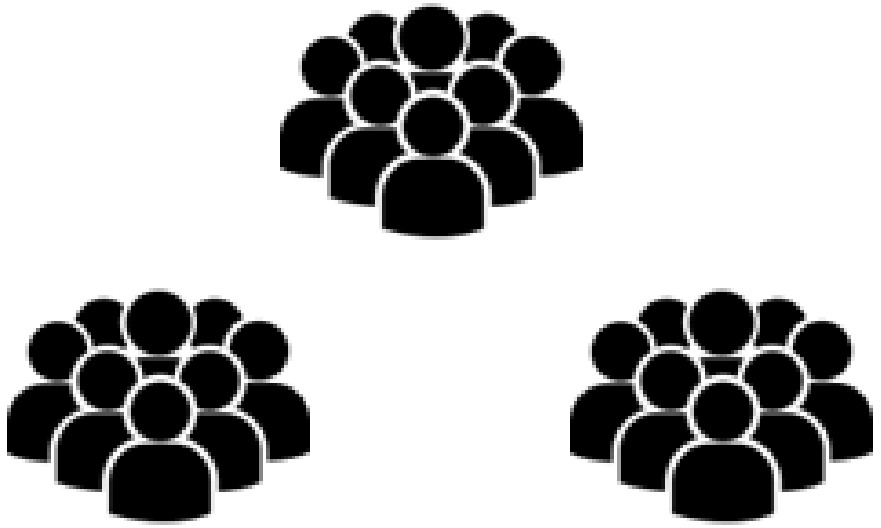
Digital Ad Spends

Source: https://www.insiderintelligence.com/content/money-still-pouring-app-install-ad-spending-boosting-apple-others

High investments on App campaign will result into high Monthly Active Users.

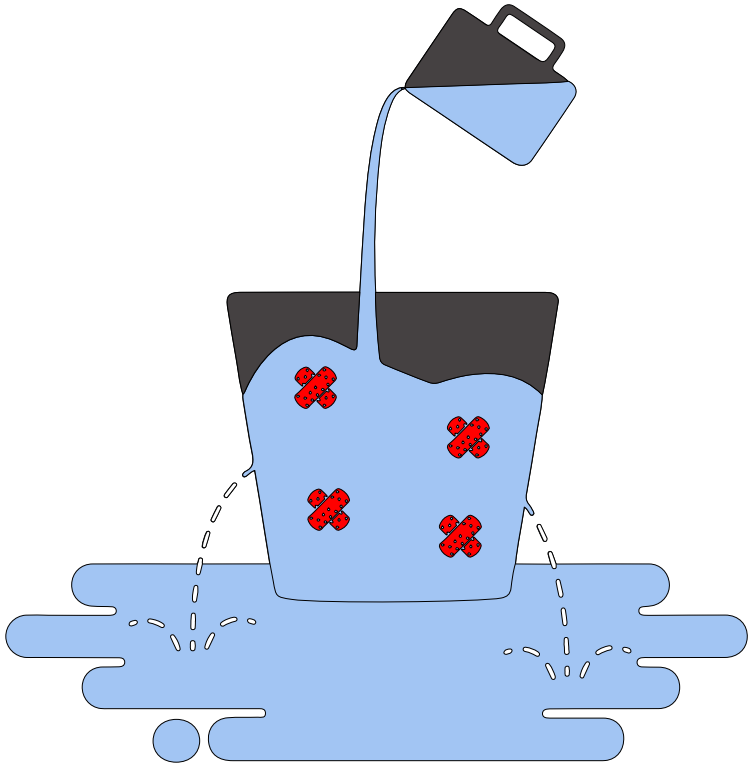


High Investments

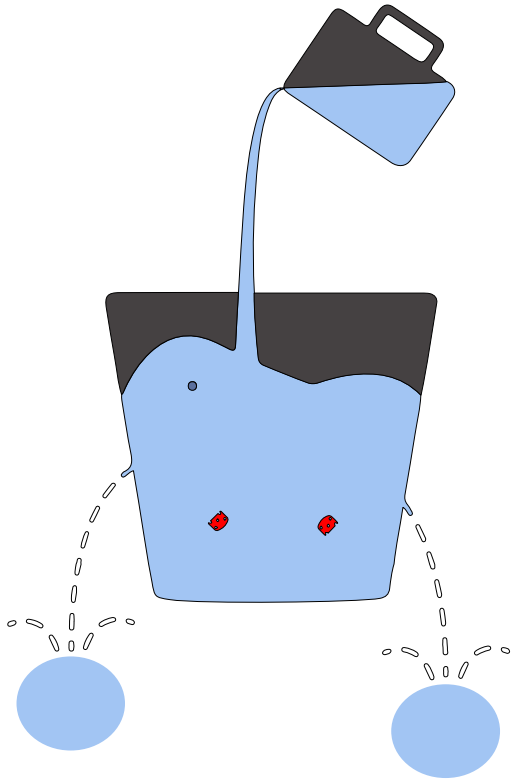


High MAUs

Trying to fill a bucket of water but there's a hole in the bucket



Paid Campaigns



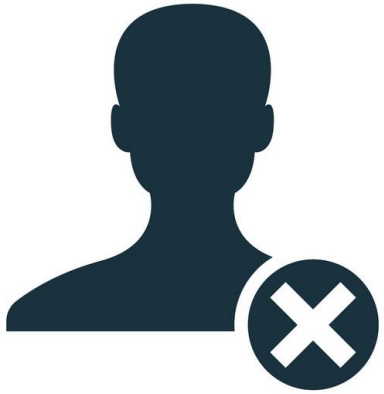
Organic

Active user base is highly volatile across all categories

Stable Base
~50%

Unstable Base
~30-35%

Dormant Base
~15-20%



Increase the Stable base and reduce the unstable base

Stable Base
~50%

Unstable Base
~30-35%

Dormant Base
~15-20%

Performance campaign after certain investments start cannibalizing the organic installs

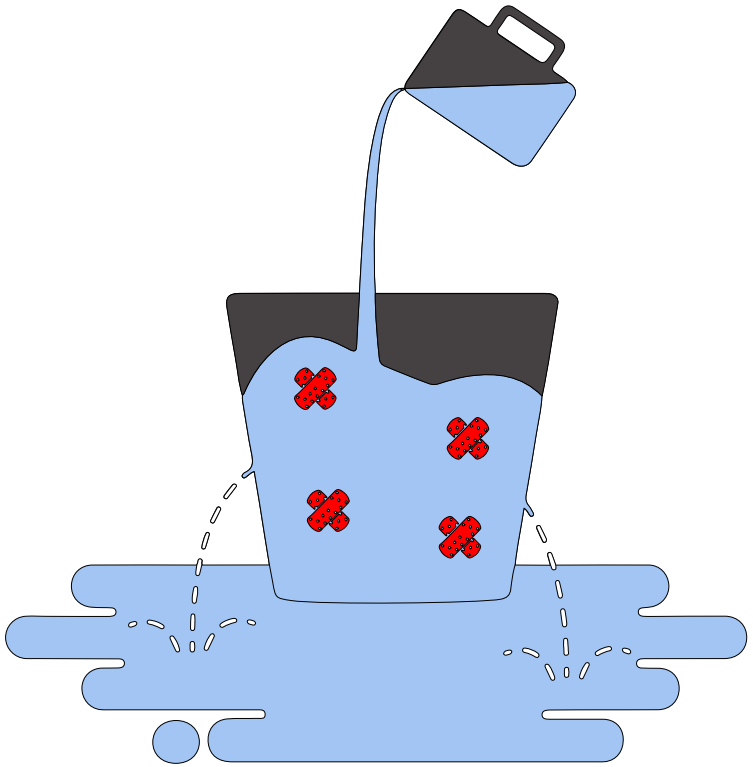
Optimal performance spends

Paid Installs **Organic Installs**

Higher performance spends

Paid Installs **Organic Installs**

Thus, a Disruptive breakthrough was needed to get the remaining 10% users



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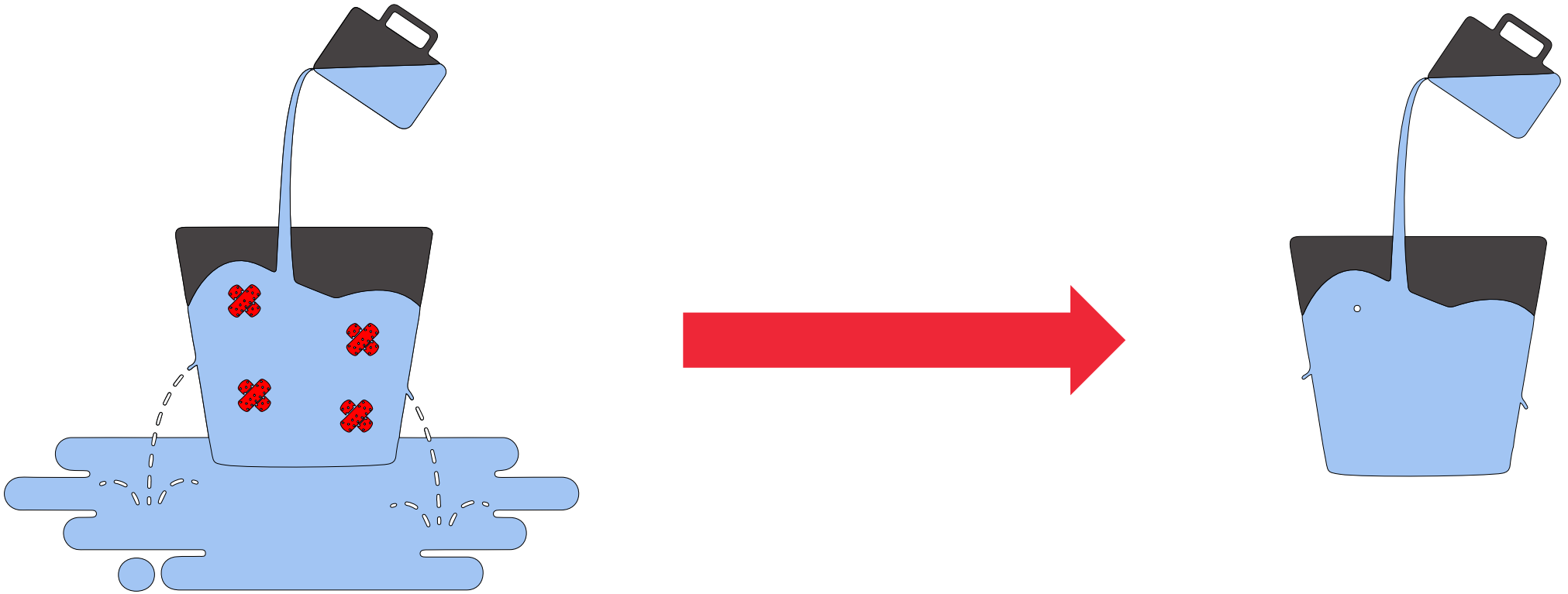
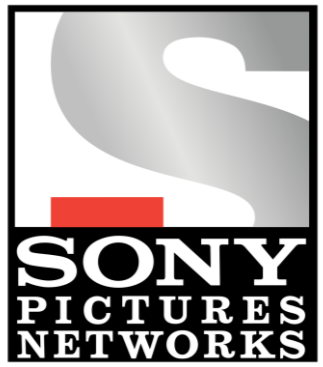
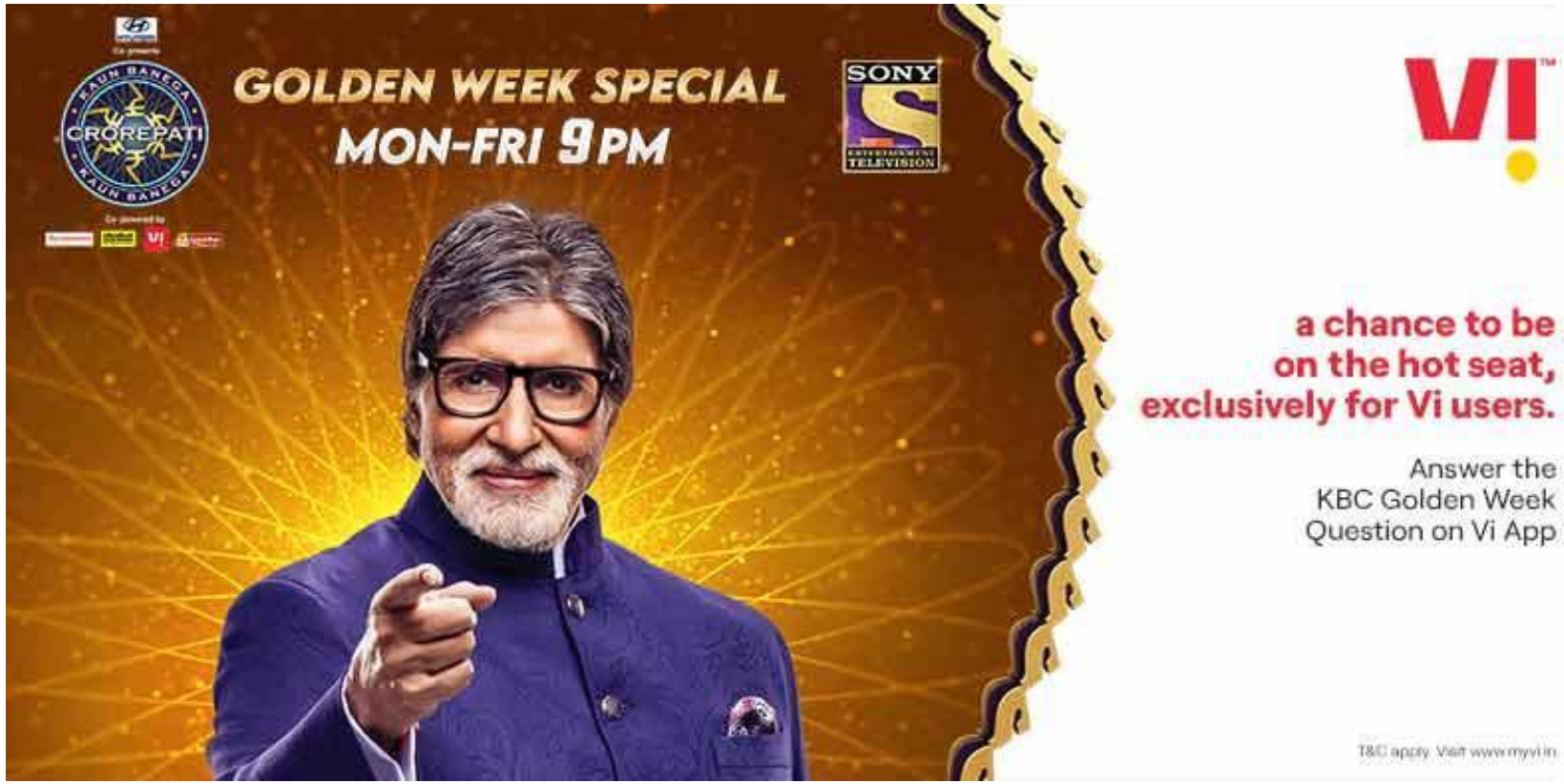


We partnered with Sony Network, and sponsored KBC India's biggest reality show.



An exclusive property for Vi Users to make way for the hotseat



An exclusive property for Vi Users to make way till the hotseat

Who would miss an exclusive chance to meet Amitabh Bachchan and win 7Cr Rupees?

Vi users download/upgrade the Vi App to participate in Golden Week Contest

MAUs increased by 30% in just 5 Months

Well even though it looked simple it was not

The challenge here was to show questions for the Golden week on Vi app immediately after it was shown on TV

Data of users had to be passed to Sony Network without data encroachment

Enabling tech on Vi app during KBC hours so the server of the App holds active users in Mns