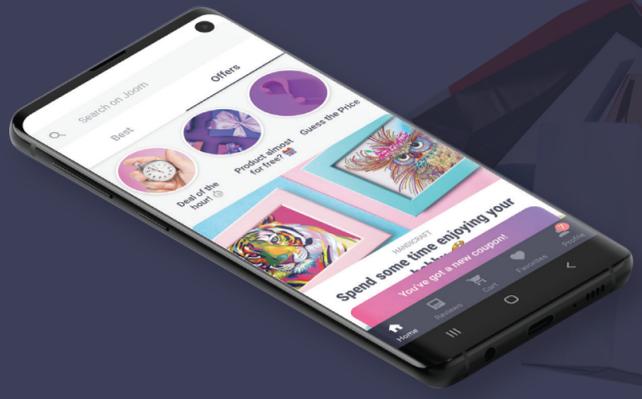


Joom achieves superior performance with Appnext proprietary on-device OEM placements



ABOUT JOOM

Joom is the global mobile marketplace which specializes in the delivery of goods around the world. Joom application and web site feature a wide assortment of goods: from apparel and accessories to consumer electronics. According to SensorTower, in 2018, Joom entered the top seven most popular overall apps in Europe by the number of downloads and is the number one shopping app in that list.



PLATFORM
Android



INSTALLS
100,000,000+

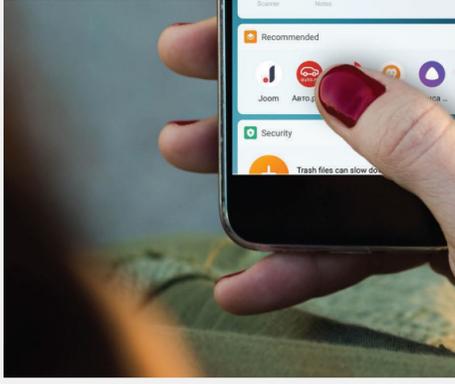
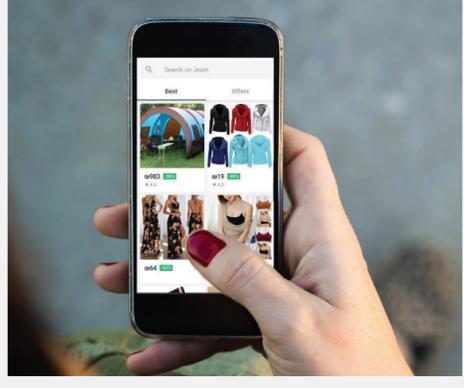


MAIN MARKETS
Russia, Europe, North America

CHALLENGE

Joom manages massive user acquisition efforts that are significantly based on app discovery

Joom has an ongoing need for scalable and reliable acquisition channels aimed to increase the amount of paying users while maintaining high user engagement and performance KPIs. Joom's experience with on-device was limited to pre-install, driving relatively low ROI.



SOLUTION

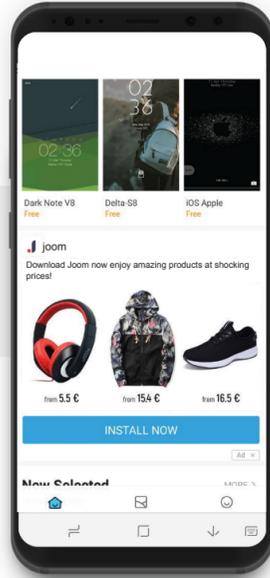
- Utilizing Appnext's self-serve platform, Joom gained granular visibility and control over their campaign performance and optimization
- Joom got access to high intent users via proprietary on-device and in-app placements
- Initial results were promising as Joom exceed its targets for paying users and rejection rate
- Appnext further promoted campaigns via SDK and OEM placements (e.g. Xiaomi) in selected markets with limited cap, verifying that the purchase rate is consistent and validating the media quality utilizing fraud prevention suite (Adjust)
- After the initial 3 months, the use of on-device placements was expanded and new markets were added while ensuring Joom's KPIs are met

THE RESULTS

Purchase rate | 8% Target | 20% Result

Rejection rate | -20% Target | -5% Result

Monthly ROI | 100% Target | 220% Result



BENEFITS

Access high-intent users worldwide via in-app and on-device placements

Leverage Appnext Timeline technology that understands the unique context of a user and predict the type of app he is likely to be using next

Exceed business goals unlocking a new substantial revenue stream

"Appnext becomes one of our main partners for growth as it enables us to exceed our business targets.

For the users - we've raised engagement and can clearly see the benefits of reaching high-intent users".



Mikhail Biteryakov
Head of External Advertising at Joom

ABOUT APPNEXT

Appnext is the largest independent app discovery platform, offering the only recommendation engine on the market, which encompasses both in-app and on-device discovery. Appnext discovery platform powers 4B daily app recommendations via over 20 interactions along users' daily mobile journey.

Through its direct partnerships with top OEMs, operators and app developers, Appnext creates a discovery experience in over 10,000 mobile touchpoints. Powered by proprietary AI technology, Appnext 'Timeline' predicts the type of apps users are likely to utilize next and recommends which ones to install. Appnext's recommendations are helping app marketers reach more engaged users and get their apps discovered, used and re-used.

As of June 2020, Appnext is part of the Affle group. Affle trades on the India stock exchanges (BSE: 542752 & NSE: AFFLE).

TOP 10 SDK WW
with 60k apps

120K
developers

ESTABLISHED
in 2012

8 OFFICES
worldwide

90B MONTHLY
recommendations

300M DAU
timeline