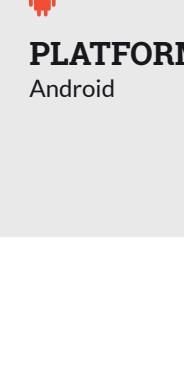
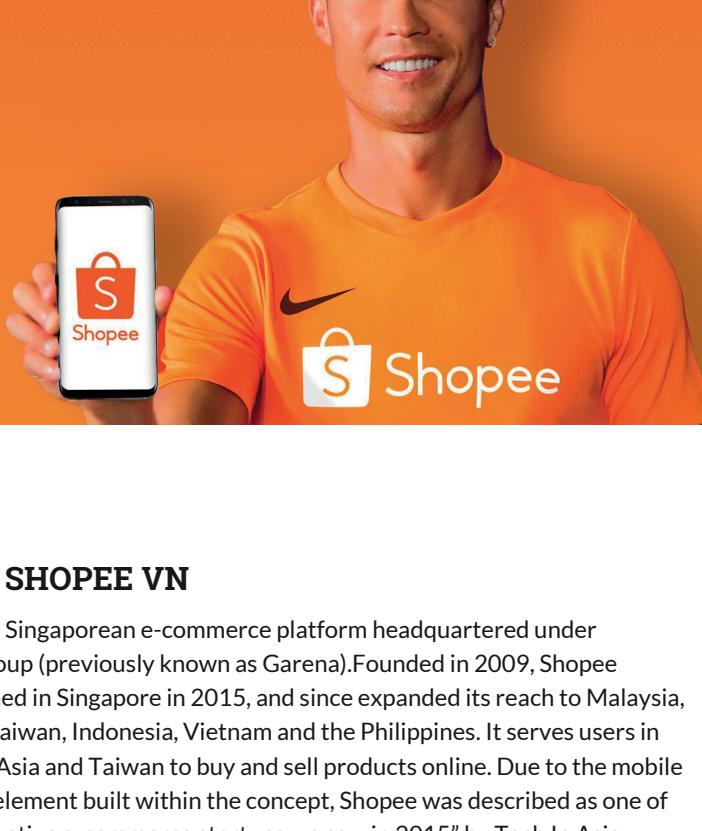


Shopee VN reaches high volume  
UA and Conversion rates with  
Appnext Premium OEM Placements



### ABOUT SHOPEE VN

Shopee is a Singaporean e-commerce platform headquartered under the Sea Group (previously known as Garena). Founded in 2009, Shopee first launched in Singapore in 2015, and since expanded its reach to Malaysia, Thailand, Taiwan, Indonesia, Vietnam and the Philippines. It serves users in Southeast Asia and Taiwan to buy and sell products online. Due to the mobile and social element built within the concept, Shopee was described as one of the "5 disruptive e-commerce startups we saw in 2015" by Tech In Asia.

**PLATFORM**  
Android

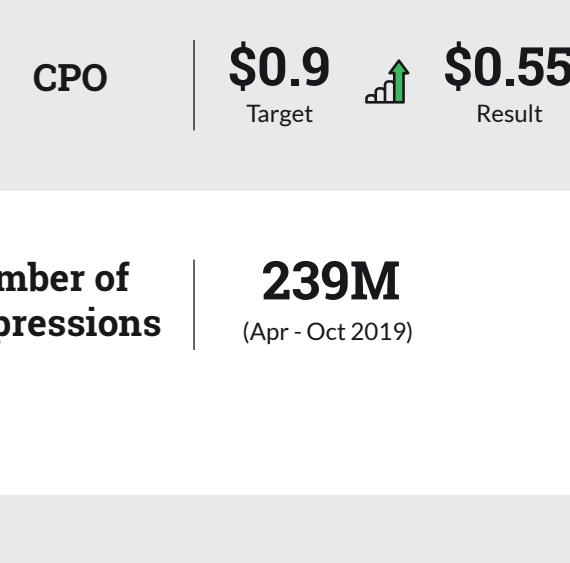
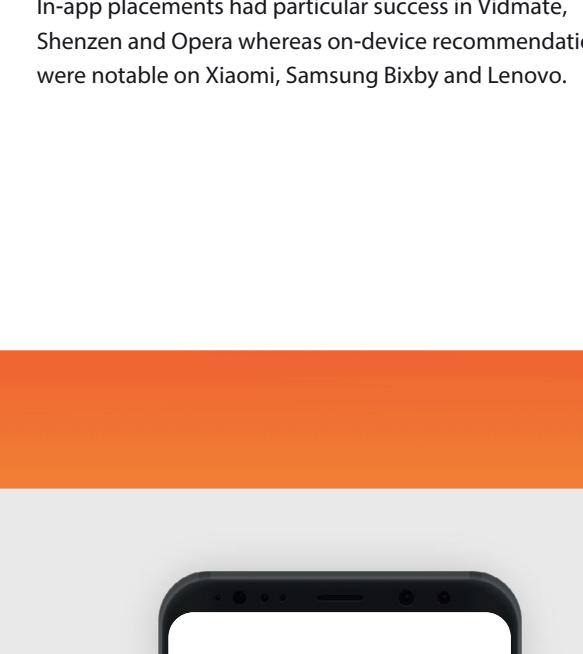
**INSTALLS**  
10,000,000+

**MARKETS**  
South East Asia

### GROWING SHOPEE VN

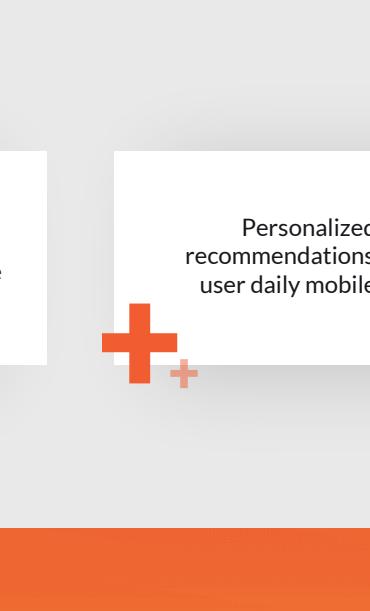
**Primary Goal:** Boosting UA With High-Intent Users

To reach and maintain first place as the nation's leading e-commerce platform Shopee Vietnam (VN) needs to continually acquire and keep high-intent customers, especially on mobile. In the saturated mobile app marketplace the fundamental challenge lies in being visible and easily discoverable by the right audience. Shopee VN is overcoming this hurdle with the help of leading global app discovery platform Appnext.



### DISCOVERED WITH APPNEXT

Appnext is a leader in serving hyper-personalized app recommendations to mobile users throughout their day via multiple touchpoints. Advertisers like Shopee are discovered by high-intent users via exclusive on-device and in-app placements. Since their partnership with Appnext, Shopee VN's daily UA has grown substantially. In-app placements had particular success in Vidmate, Shenzhen and Opera whereas on-device recommendations were notable on Xiaomi, Samsung Bixby and Lenovo.



### THE RESULTS

**CPR** **\$6.5** Target **\$3.3** Result

**CAC** **\$11** Target **\$6.06** Result

**CPO** **\$0.9** Target **\$0.55** Result

**Number of Impressions** **239M**  
(Apr - Oct 2019)

### BENEFITS

Get access to high-intent users worldwide via exclusive in-app and on-device placements

Accelerate growth and gain a greater reach to a global audience with Appnext's unique app recommendations engine

Personalized app recommendations along the user daily mobile journey

"Appnext's app recommendation engine enabled us to accelerate our growth and reach high-value users while keeping fraud to a minimum."

Appnext allowed us to achieve our business goals of excellent CPRs, CACs and CPA, much lower than our targets."

Son Truong Bui (Sol)  
CPI Leader  
Shopee Vietnam

TOP 10 SDK WW  
with 60k apps

120K  
developers

ESTABLISHED  
in 2012



8 OFFICES  
worldwide



90B MONTHLY  
recommendations



300M DAU  
timeline