

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+

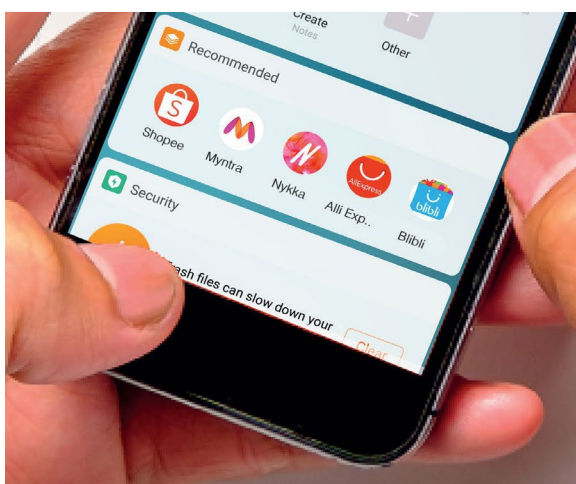
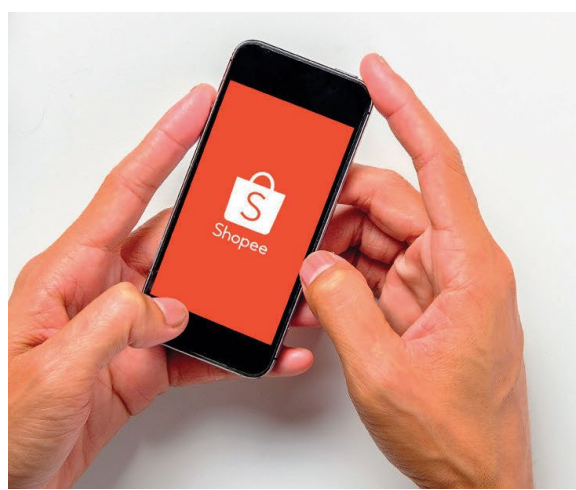


MARKETS
South East Asia

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.

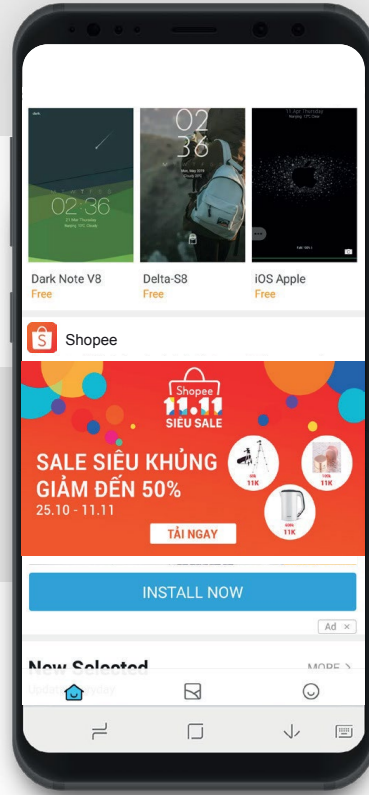


DISCOVERED WITH APPNEXT

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, Shenzen 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 Trung Bui (Sol)
CPI Leader
Shopee Vietnam

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