

Scaling global reach and faster time to install with Appnext exclusive on-device placements



THE RISE OF Badoo

Badoo is the world's biggest dating app network with HQ in London, UK. Badoo is one of the brands of the MagicLab group, alongside Bumble, Chappy and Lumen. Badoo today is a community of over 425 million people representing all pasts and backgrounds. Badoo has some of the richest interactions in the industry, including features like video chat, live-streaming, rich messaging and more.



PLATFORM
Android



INSTALLS
100,000,000+



MAIN MARKETS
Worldwide. Top Markets: Russia, Brazil

CHALLENGE: GROWING Badoo

Primary Goal: Scaling reach with different and unique touchpoints

To reach and maintain its position as the largest dating platform Badoo has an ongoing need to accelerate growth and gain a greater reach to a global audience and new markets while adhering to its specific targeting criteria and maintaining a positive brand experience that delivers value and reliability.



SOLUTION: RECOMMENDED WITH APPNEXT

Appnext is a leader in serving personalized app recommendations to mobile users throughout their day via multiple touchpoint. Appnext offered Badoo an end-to-end discovery solution that is unique to the industry; the solution includes the predictive analytics and behavioral-driven AI technology coupled with exclusive access to OEM placements, allowing Badoo to reach new users while shortening the user funnel and placing Badoo app closer to the installation point. The Appnext solutions allowed Badoo to create, execute, analyze and optimize their campaigns. Daily placements optimization process was implemented in order to achieve the KPI's (Female % and ROI) and drive maximum value, followed by creative optimization based on Appnext serving technology.

One domain where Appnext has delivered significant value to the Badoo business is in dealing with the challenge of growing their daily users base. To address their daily UA growth, Badoo uses the Appnext recommendation engine to enable personalized engagements with their users. Since their partnership with Appnext, Badoo's daily UA has grown substantially. Appnext exclusive on-device placements allowed Badoo to gain a unique source to reach new, high-intent users with the required level of transparency, and are able to meet the KPIs and exceed targets.

THE RESULTS

Monthly Growth



In only 2.5 months Badoo reached



BENEFITS

Appnext partnership with top OEMs enables continuous engagements with high-intent users worldwide via exclusive on-device placements

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

Faster time to install enabled by Appnext unique recommendation engine that maximizes user's context resulting from predictive analytics and behavioral-driven AI

"The advantage of Appnext app discovery platform is that it provides an array of unique on-device placements that can be deployed providing us a totally new source for reaching

Solange Baki,
Growth Marketing Manager,
Badoo

new and high-intent users. Thanks to Appnext client service and buying model, Badoo only pays for the action that matters for the service in real time. Appnext traffic is among the sources with lowest block rate percentages on AppsFlyer- 0.09% for the past 30 days."

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