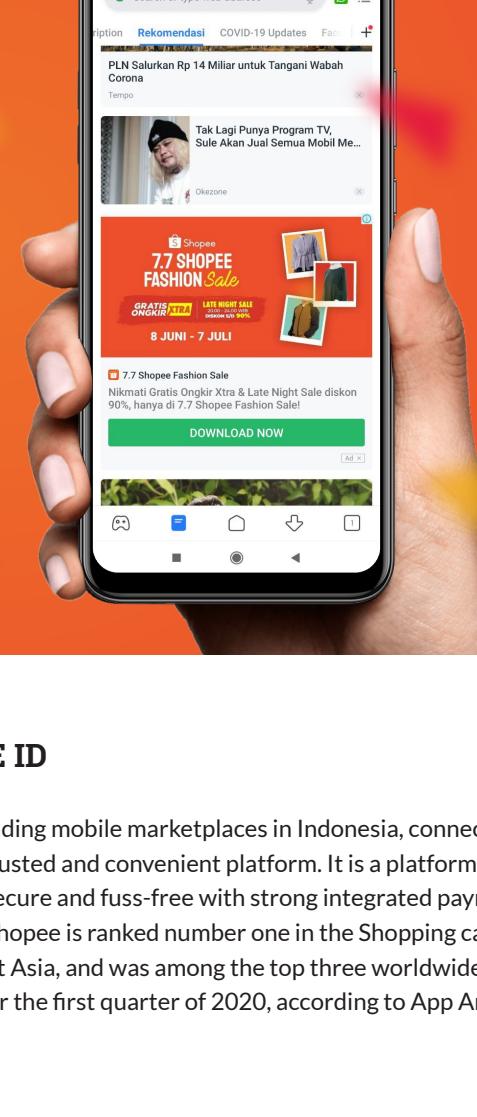


Shopee ID leverages Appnext app recommendation engine to reach high-quality mobile users



## ABOUT SHOPEE ID



Shopee is one of the leading mobile marketplaces in Indonesia, connecting buyers and sellers through a trusted and convenient platform. It is a platform that makes online shopping easy, secure and fuss-free with strong integrated payment and logistical capabilities. Shopee is ranked number one in the Shopping category by downloads in Southeast Asia, and was among the top three worldwide by downloads in the same category for the first quarter of 2020, according to App Annie.



**PLATFORM**  
Android



**INSTALLS**  
50,000,000+

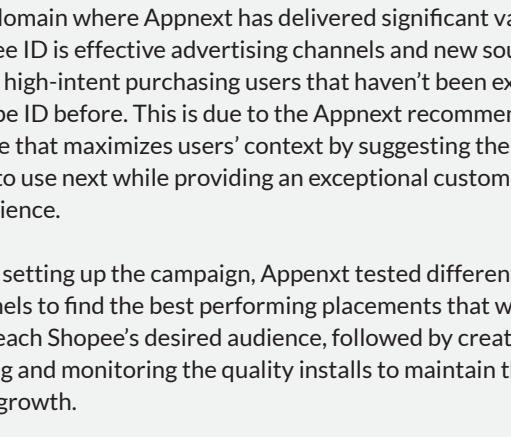


**MAIN MARKET**  
Indonesia

## THE CHALLENGE: GROWING SHOPEE

**Primary Goal:** Expand reach to target new users and drive app discovery for quality installs

In today's increasingly interconnected world, users can purchase anything from anywhere, at the best possible price. Acquiring high-quality mobile users and keep them engaged, so they use and re-use an app is not simple. Shopee seeks to find new sources and channels for advertising to promote its brand at scale, expand its volume and reach high-quality, engaged audience, becoming the app of choice for its users.



## THE SOLUTION: DISCOVERED WITH APPNEXT

- By utilizing Appnext device level app discovery and exclusive placements, Shopee gained a unique source to reach new, high-quality purchasing users and maintained a steady growth outperforming their KPI.
- One domain where Appnext has delivered significant value to Shopee ID is effective advertising channels and new sources to reach high-intent purchasing users that haven't been exposed to Shoppe ID before. This is due to the Appnext recommendation engine that maximizes users' context by suggesting the relevant apps to use next while providing an exceptional customer experience.
- Upon setting up the campaign, Appenxt tested different OEM channels to find the best performing placements that will target and reach Shopee's desired audience, followed by creatives A/B testing and monitoring the quality installs to maintain the long term growth.

## THE RESULTS

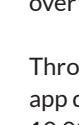
|                      |     |
|----------------------|-----|
| New buyer order rate | 7%  |
| Fraud rate           | <1% |
| Monthly growth       | 5%  |



## BENEFITS

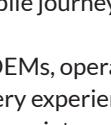
### Exclusive on-device placements

Appnext partners with leading OEMs who integrated our unique recommendation engine directly into their devices enabling continuous engagements with high-intent users worldwide via exclusive on-device placements.



### Proprietary behavior-driven technology

Appnext 'Timeline' displays contextual and personal app recommendations within a myriad of apps and directly on-device. Apps are suggested based on predictive analytics and behavior-driven AI technology according to the user's daily journey.



### Endless mobile daily engagements

Appnext app placements are unmissable. Appnext serves 4 billion app suggestions by 60 thousand different apps both in-app and on-device via more than 10 thousand mobile touchpoints.



**Shelrin Yoenita**  
Online Marketing and SEO Team Lead  
Shopee

TOP 10 SDK WW  
with 60k apps

120K  
developers

ESTABLISHED  
in 2012



8 OFFICES  
worldwide



90B MONTHLY  
recommendations



300M DAU  
timeline



an affle company

appnext.com

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

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.

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