

Blibli reaches new purchasing users and boosts growth with Appnext exclusive device-level discovery solutions

### ABOUT BLIBLI

Blibli, established in 2011, is an Indonesian e-commerce platform focusing on B2B, B2C, and B2B2C business models.

As the biggest trusted online mall, Blibli offers various high-quality products in collaboration with more than 100.000 business partners specializing in electronics, gadgets, daily needs and lifestyle. Its fast shipping is supported by BES delivery service and 15 logistics partners, 20 warehouses and 32 hubs around Indonesia's largest cities.

Blibli's vision is to become the leading e-commerce platform in Indonesia and is committed to providing the most convenient and satisfying shopping experience to its loyal customers by offering 24/7 Customer Care service, 15 days warranty of product return, and secure payment methods.



Platforms  
**Android**



Installs  
**10,000,000+**

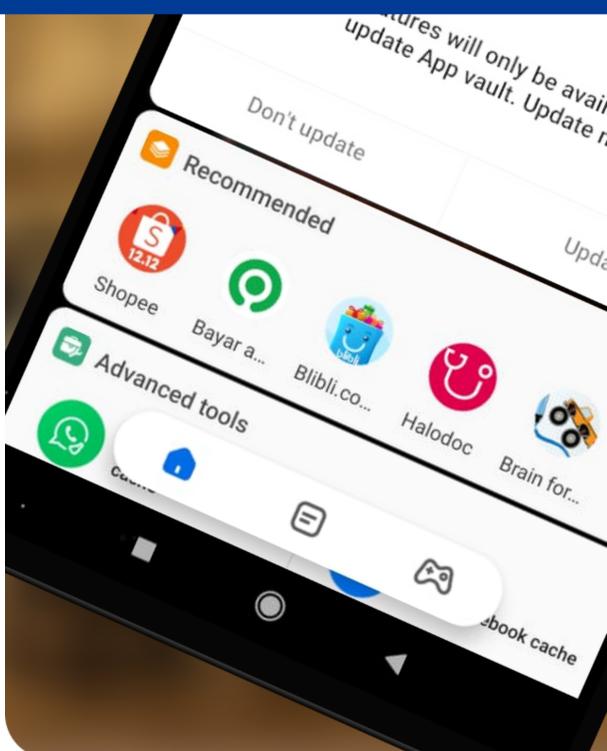


Main Market  
**Indonesia**

### THE CHALLENGE: DISCOVER NEW MEDIA CHANNELS

### PRIMARY GOAL: REACH NEW USERS AND BOOST APP GROWTH

Facing an increasingly crowded market, Blibli seeks to scale its business by focusing on new discovery and advertising channels while increasing its incremental revenues. Blibli aims to deliver a superior mobile shopping experience by enabling users to discover Blibli exactly when needed, intuitively and efficiently.

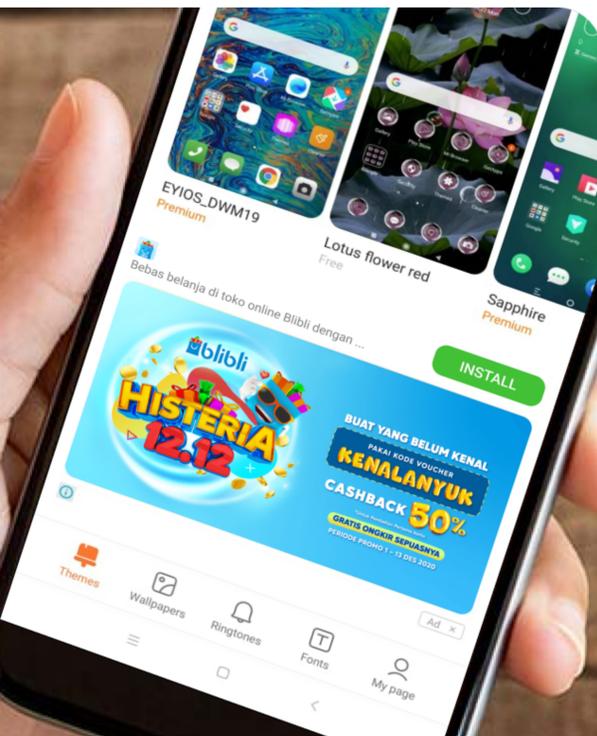


### THE SOLUTION:

Powered by Appnext 'Timeline', a patent technology that displays contextual and personal app recommendations based on predictive analytics and behavior-driven AI technology according to the mobile user's daily journey coupled with exclusive access to OEM placements, allowed Blibli to reach new users with high intent to make a purchase.

Appnext is a leader in serving personalized app discovery solutions according to the user's mobile journey, offering the only recommendation engine on the market, which encompasses both in-app and on-device discovery.

Blibli integration with Appnext was fast and easy allowing Blibli to create and execute their campaigns. Daily placements optimization process was implemented, followed by creatives A/B testing, in order to achieve the KPI's and identify the best performing channels.



### THE RESULT

**>12%**  
Purchase rate

**<5%**  
Fraud rate

**130%**  
Quarterly Purchase Growth



Appnext recommendation solutions provided us unique media channels to introduce our app to new and high intent users directly on their devices and through multiple placements. This has helped us create a new and intuitive discovery experience for the users while driving incremental revenues to our app.



Anang Prasetyo Mulyo,  
Performance Marketing Lead, Blibli



### WHY APPNEXT WORKS



#### Exclusive app discovery platform

Appnext is the largest independent app discovery platform, offering the only recommendation engine on the market, encompassing both in-app and on-device discovery. Appnext discovery platform powers 5B daily app recommendations via over 10 Thousand mobile touchpoints



#### Patent behavior-driven technology

Appnext locates high-intent users via patent user intelligence technology. Apps are suggested based on predictive analytics and behavior-driven AI technology according to the mobile user's daily journey, leading to personalized advertising that converts



#### Unique and accessible device-level 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, allowing mobile users to discover apps and services exactly when needed, intuitively and efficiently