

CoinDCX reaches new high-intent users via Appnext's unparalleled recommendation engine

The astronomical growth of CoinDCX

CoinDCX is India's safest crypto exchange and India's first crypto unicorn, with a dedicated focus on making crypto accessible. Established in 2018, CoinDCX has solved numerous problems faced by the Indian crypto community with investing and trading solutions for crypto-based financial products for retail, premium, and enterprise customers.

CoinDCX offers various crypto investment options including an investment app along with a host of trading and earning crypto products for our advanced users. The company launched CoinDCX Prime, which is a premier HNI/Enterprise product for assisted investment in crypto baskets.

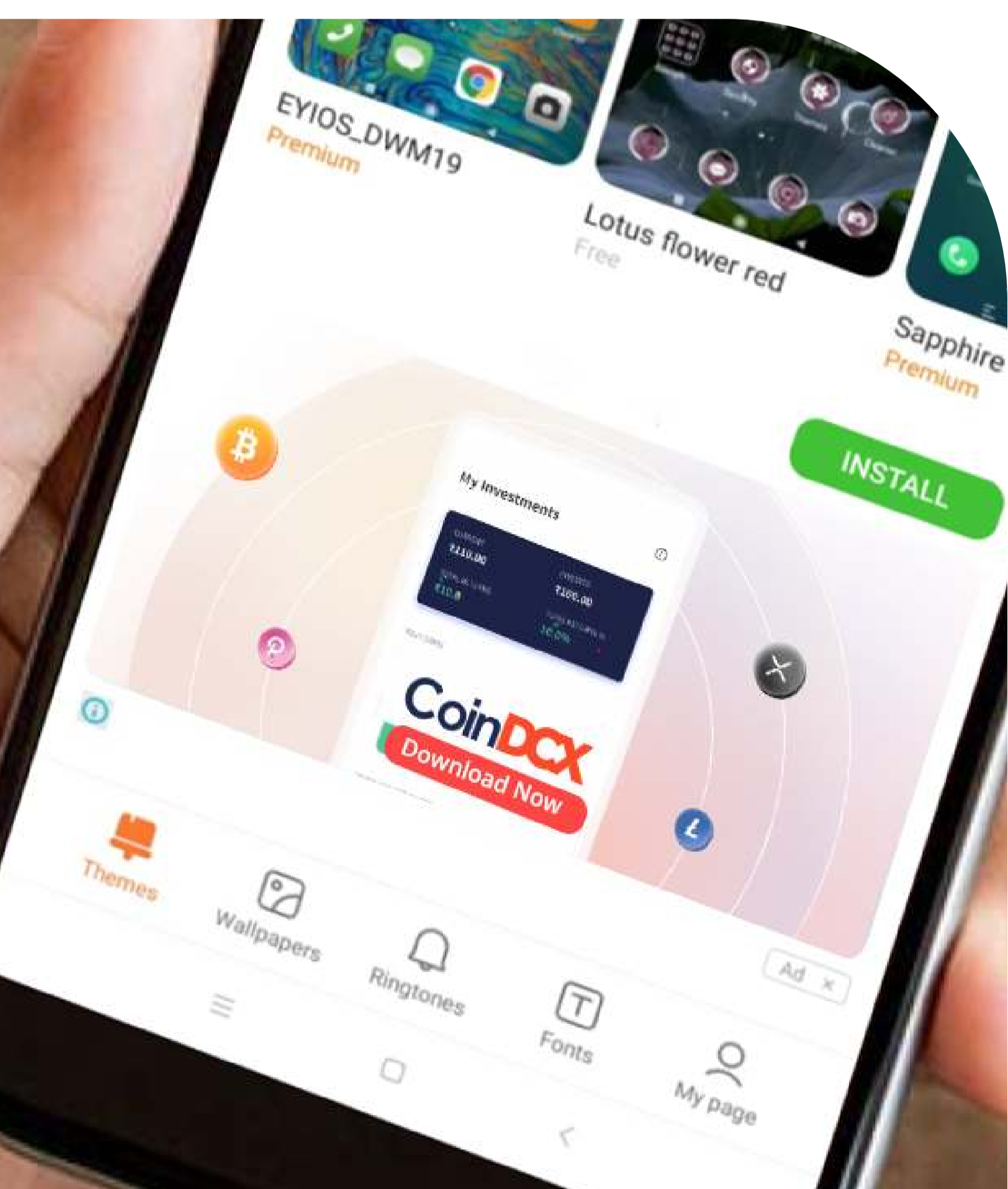
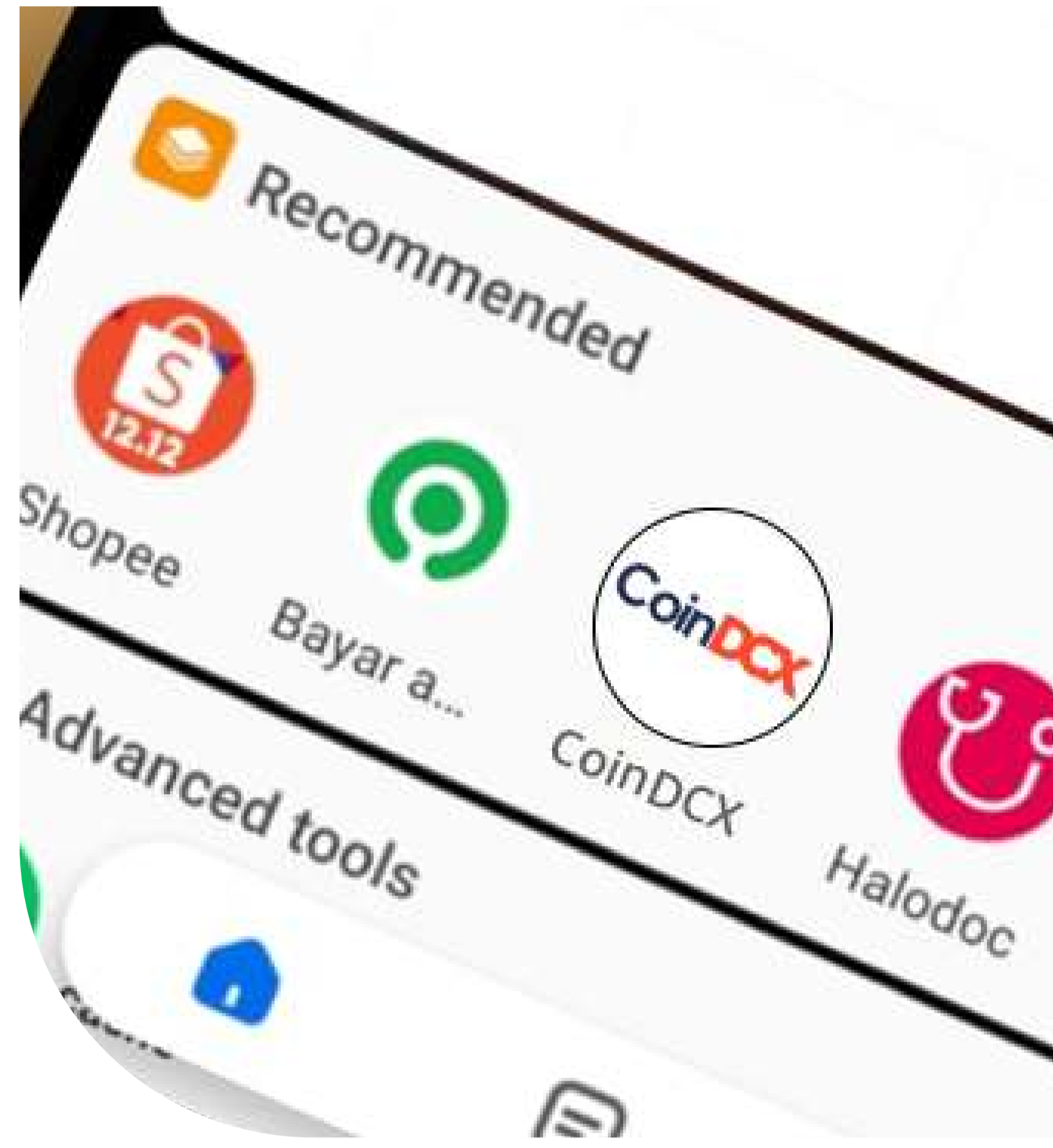
Insured by BitGo and ISO Certified, the ultimate goal of CoinDCX is to provide simple and secure solutions.

CHALLENGE

GROWING CoinDCX

PRIMARY GOAL: REACHING HIGH-INTENT USERS DIRECTLY ON-DEVICE

CoinDCX wanted to onboard new users amid huge cryptocurrency investment growth in India. The aim was to target those users who were most likely to make an install and an immediate purchase. While digital currencies have seen massive growth worldwide, CoinDCX wanted to demonstrate to unfamiliar Indian customers the simplicity and safety of purchases and ultimately onboard new users.



THE SOLUTION

DISCOVERED WITH APPNEXT

CoinDCX partnered with Appnext to target and onboard new users via app recommendations that were shown directly on-device of highly-intent users utilizing Appnext's innovative tech-powered discovery solutions.

With its unparalleled AI-based technology and predictive analytics, Appnext effectively analyzes user intent to accurately recommend CoinDCX via dynamic engagements that are presented at key moments during the mobile journey of relevant users. By narrowing targeting to focus on hyper-intent users who were likely to install and make an immediate purchase, Appnext could ensure the campaign CAC goals were met. Since partnering with Appnext, CoinDCX's UA rate has grown at a substantial rate as app recommendations were blended into the users' mobile experience from the first time they customized their new device and throughout their daily mobile journey.

Relevant users were intuitively discovering the CoinDCX app directly on their mobiles, as app recommendations were delivered across various placements from minus 1 screen to folders and widgets at relevant moments.

Appnext built a successful re-engagement strategy to allow CoinDCX to be rediscovered by existing users and boosted overall engagement and retention. With new recommendations delivered to existing users, Appnext drove repeat conversions and offered new CoinDCX features and promotions that were of interest to large-spend users.

RESULTS



Overall Installs Achieved

>75K { Q1 | Q2 | Q3 }
 { 7K | 35K | 44K }



Month on Month Growth

>10%

Data source: Adjust

BENEFITS

Exclusive OEM partnerships that have integrated Appnext's unique recommendation engine enabling highly intent users to intuitively discover apps and services directly on their devices

Faster time to install enabled by Appnext 'Timeline' - a proprietary AI-driven predictive analytics technology that maximizes user's context, analyze intent and boost engagement

Multiple continuous and seamless touchpoints to ensure valuable and repeated customer engagements throughout the daily mobile journey



Working with Appnext allowed us to reach new high-intent users directly on their mobile devices via an array of unique on-device placements. With better conversion rates throughout our user funnel, we were also able to scale up our campaigns at lower acquisition costs.



Ramalingam Subramanian
 CoinDCX Chief Marketing Officer



WHY WORK WITH APPNEXT



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 6B 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