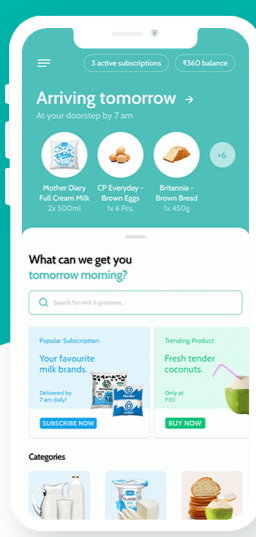




Supr Daily increases app installs by 257% with Appnext unique on-device placements.



Supr Daily is a daily delivery service pioneering the grocery revolution in India, leveraging the power of the milk railroad to deliver eggs, bread, fruits, veggies, and other groceries to their customers' doorstep by 7 am, daily. Supr Daily is on a quest to bring convenience to over 100 million Indians every day revolutionising the way India buys groceries.

Platform

Installs

Market

Android

5,000,000+

India

## THE CHALLENGE

### INCREASE NEW USER BASE



Supr Daily wanted to expand its reach and grow its new customer base with a user acquisition campaign that relied on optimising towards a Goal to increase first orders.

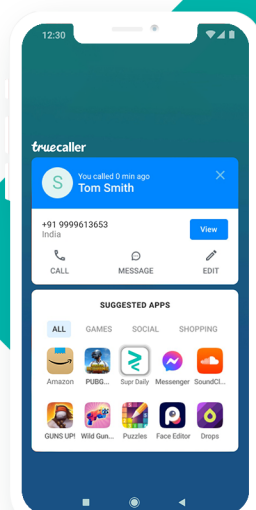
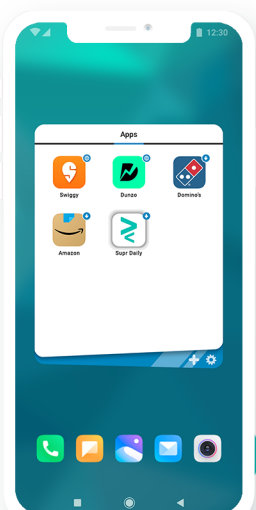
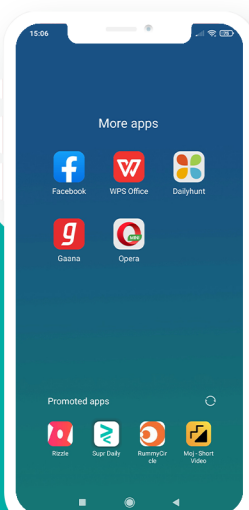


## THE SOLUTION

### INTUITIVE DEVICE-LEVEL DISCOVERY

Supr Daily partnered with Appnext to target and onboard new users directly on their devices to deliver personalized recommendations to potential new users. Supr Daily recommendations were continuously integrated into the mobile journey of high-value users and delivered at an ideal moment.

A CPA-optimized model for the campaign ensured relevant users were being targeted who were the most likely to both install the app and set up an account.



Since partnering with Appnext, Supr Daily's UA rate has grown at a substantial rate as personalized app recommendations were blended into the users' mobile experience from the first time they customized their new device and across various placements from minus 1 screen to folders and widgets exactly when needed and at the language of choice.

Appnext's partnerships with leading manufacturers are so valuable because they have opened a new advertising channel to interact with users on the best performing placements of their devices. Appnext's unique predictive technology enables us to acquire quality users equivalent to Facebook at 40% lesser cost.



**Kashish Vasandani,**  
General Manager | Growth & Acquisition  
Swiggy

## THE RESULTS

257%

Installs

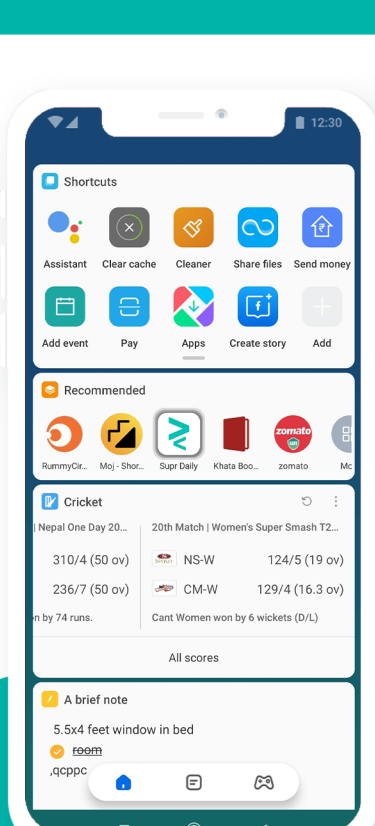
184%

Orders

GROWTH (Q1 vs Q2)

## BENEFITS

### (WHY APPNEXT WORK'S)



- ◆ 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