



RummyCircle increased its Install Rate by 50% with Appnext



## About RummyCircle

Rummy is amongst the most popular games in India. RummyCircle is an online rummy platform that lets you play rummy and at the same time, brings excitement to your preferred device. RummyCircle is India's largest rummy platform and a flagship product of Games24x7, a pioneer in the Indian online and mobile gaming space. It was started in 2006 when their founders who had a great passion for online gaming saw the potential in bringing online games to a nascent Indian market and established the business in Mumbai.



## The Challenge

While RummyCircle is extremely popular in the Indian online gaming space, Games24x7 needed to find new players to expand its customer base. The company identified a sophisticated app discovery approach as the answer to ensuring continued growth and longevity, by reaching high-intent users who are likely to remain active over the long term. The chosen app discovery solution had to meet Games24x7's customer acquisition cost and ROI goals.

## Solution Offered by Appnext

- 1 : Through its patented 'Timeline' technology Appnext delivered personalisation recommendations directly to the devices of potential new users who are likely to install and play the game. Given that Rummy is a distinct interest, our 'Timeline' predictive intelligence technology allowed us to focus on users with higher than average intent to install.
- 2 : RummyCircle recommendations were integrated into each user's daily mobile journey and delivered at an ideal moment in the language of choice.
- 3 : The campaign ran on top OEM brands and utilized effective geo-targeting in desired high density cities.



End users enjoy a more natural and valuable mobile experience while RummyCircle reaches more targeted users, receives higher installs, and procures greater engagement for better overall results.


## The Results

(Data from Jan'22 to Jun'22)

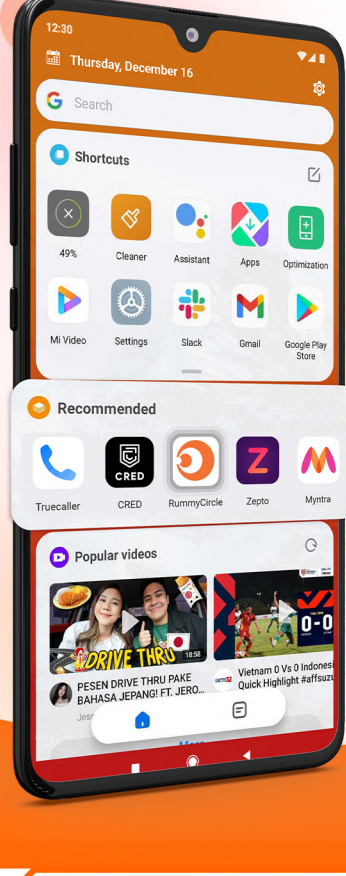
**50%+**  
↑ Increase ↑  
in Installs

**30%+**  
↑ Uplift ↑  
in Registration

“ Our partnership with Appnext is so valuable because its device-level discovery solutions opened up a new marketing channel for us to interact with high-intent users via unique placements directly on their devices. Appnext's solutions enable us to run impactful campaigns that fit seamlessly into the individual mobile journey of our users. As a result, RummyCircle is discovered by relevant users who are then using and re-using the app. We now have many more loyal players who use RummyCircle as their go-to Rummy app. ”

 **Akshay Sharda**  
Senior Marketing Manager  
Games 24x7

## Benefits



- Exclusive OEM partnerships that have integrated Appnext's unique recommendation engine enabling high 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, analyzes intent and boosts engagement
- Multiple continuous and seamless touchpoints to ensure valuable and repeated customer engagements throughout the daily mobile journey

## About Appnext

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 over 7B daily app recommendations via over 20 interactions along users' daily mobile journey.