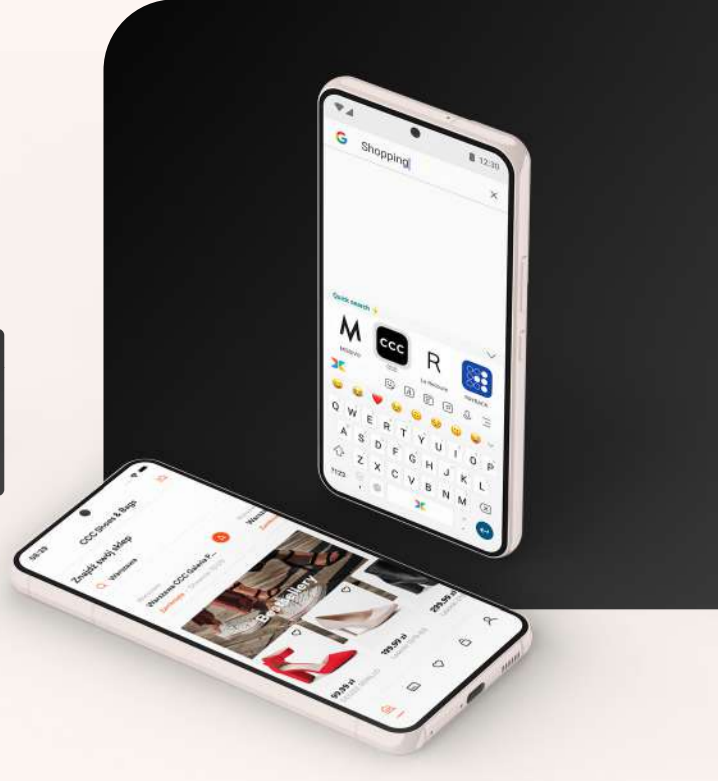
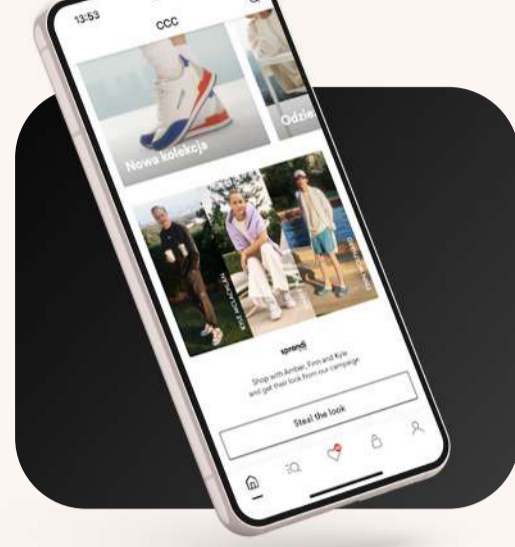


CCC increased its loyal users base by 145% and boosted growth with Appnext's device-level recommendations



About CCC

CCC is the largest retail footwear company in Central Europe. In addition to the Polish market, the CCC Group operates in the Czech Republic, Slovakia, Hungary, Slovenia, Bulgaria, Croatia, Romania, and Austria. Every week, about 100,000 people download the CCC mobile application, thus gaining, from the smartphone level, access to quality products, global trends, and functionalities that make online shopping easier than ever.



The Challenge:

Reach high-quality users

Meet the primary goal of increasing installs and purchases

In a global ecosystem that consists of millions of apps, coming up with innovative ways to ensure users find your app is the biggest challenge for marketers. That's especially true in a saturated vertical such as shopping, where standing out from the crowd so you can reach high-intent users is particularly hard. What's more, in an era where ad blocking software is on the rise, classic display ads are becoming less and less effective.

It was with these challenges in mind that CCC turned to Appnext: CCC identified Appnext's technology as the perfect solution to help it reach high-quality mobile users and keep them engaged, while maintaining its position as one of the best shopping apps in Poland.



The Solution Provided by Appnext:

- Appnext's device-level app discovery and exclusive placements on top OEM brands meant CCC gained a unique source to reach new, high-intent purchasing users, while maintaining a steady growth, outperforming the group's KPI.
- Personalized recommendations and visibility directly on users' smartphones meant CCC Group received maximum exposure to high-quality potential customers. Recommendations are powered by Appnext's intelligent 'Timeline' technology leverages real-time data such as location, along with historical behavioral patterns, to predict the action a user is likely to take next.

- Appnext's self-serve platform gave CCC granular visibility and control over its campaign performance and optimization.



The Results



Pawel Pawlak
Head of Mobile App, CCC

Despite such a big challenge and an increasing use of ad blocker software, the CCC application created an out-of-the-box solution which, when combined with Appnext's technology, achieved KPI goals in 2021.

The campaign Appnext ran for CCC was recognized as the most effective mobile campaign at the Performance Marketing Diamonds CEE, organized by the Chamber of Digital Economy in Poland.

The campaign also took the top prize in the Mobile Marketing Category of The Mobile Trends Awards, the most prestigious mobile industry contest in Poland.



Why Appnext Works?

- **Exclusive on-device placements**
Appnext partners with leading OEM brands who integrated its 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 7 billion app suggestions by 60 thousand different apps both in-app and on-device via more than 10 thousand mobile touchpoints.

