



Appnext Helped A23 Games Achieve the Personal Touch



About A23 Games

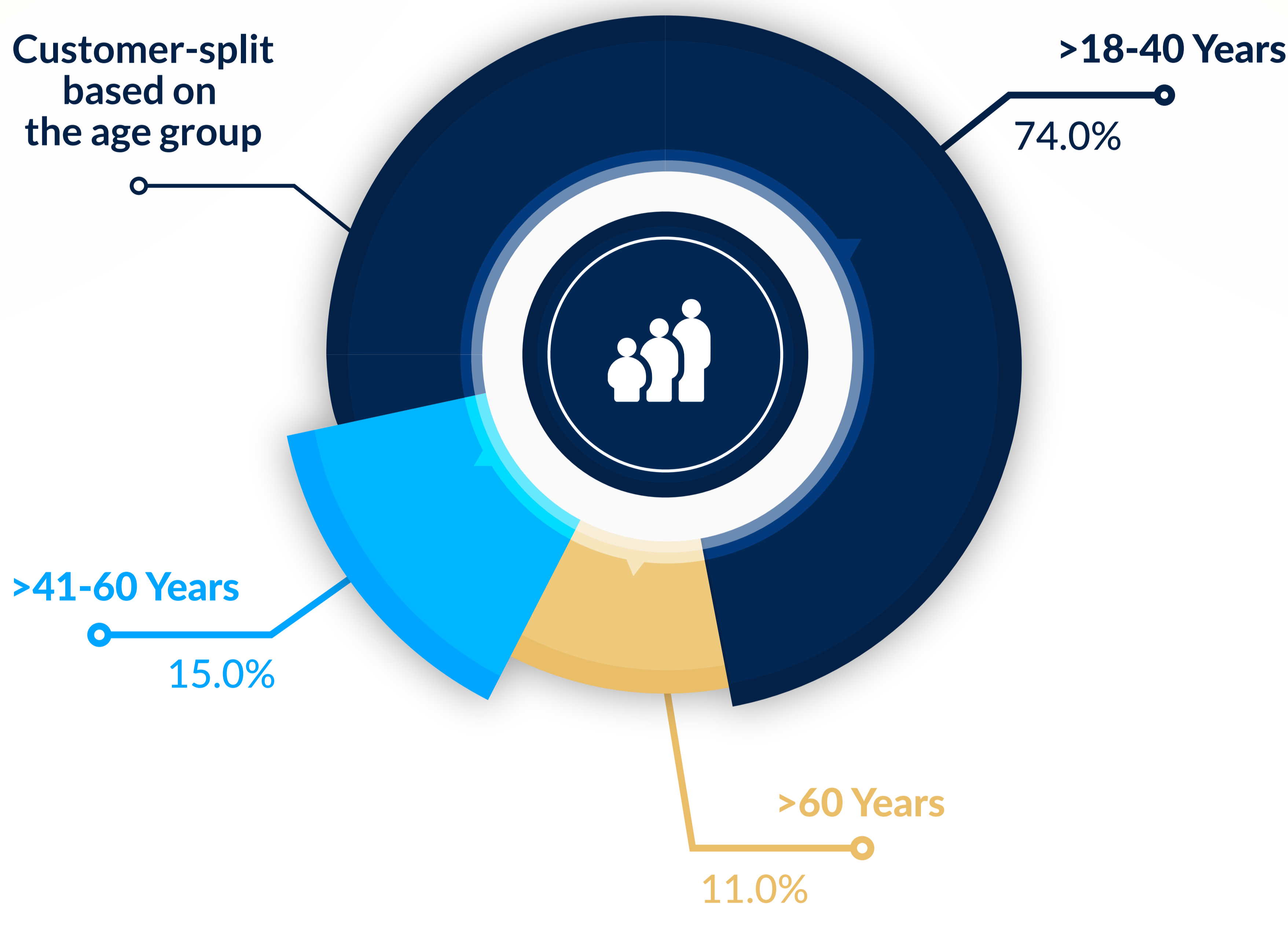
A23 Games is on a mission to promote safe and responsible online gaming in India. Owned and operated by Head Digital Works, A23 Games is fast becoming India's favorite online gaming portal, enjoyed by an increasing number of skilled gamers all over the country. Online gaming has become hugely popular in India since the Covid-19 pandemic when it became a way of staying connected with family and friends, as well as an escape from the isolation of extended lockdowns. With more than 15 years of experience in the space, A23 Games understands the needs of online gamers in India, and is striving to provide the ultimate gameplay experience geared purely towards entertainment.

The Challenge

Engaging players and inspiring them enough to make them want to return to a gaming app can be tricky! That's why A23 Games adopts a personalized recommendation approach to bring players to its A23 gaming app. Personalized alerts and exclusive access to games are just two ways in which A23 has managed to achieve close to 1 million registered players from tier 1 and tier 2 cities across India. However, the brand wanted to partner with an app discovery platform to help it reach more potential customers through personalized recommendations.

Target Audience

A23 has a customer base from Tier 1 and 2 cities across India.



THE SOLUTION PROVIDED BY APPNEXT

- Find & target new users via app recommendations shown directly on-device.
- Proprietary AI-based technology and predictive analytics to accurately recommend A23 via dynamic engagements, presented at relevant moments during the mobile journey of potential users.



The Results

Overall, A23 has seen a consistent increase in growth from its partnership with Appnext. As a result of the campaign, the brand could successfully tick off impeccable results and achieve higher conversion rates.



“ We firmly believe that personalized recommendations are the most effective way to attract new users to our app. Appnext's technology is all about recommending apps to mobile users according to their personal interests and behavior, so it couldn't be a more perfect partner to help us achieve our user acquisition goals. ”

Sudarshan Reddy
Head of Acquisition - A23

Why Appnext Works

- Exclusive app discovery platform •

Appnext is the fastest-growing and largest independent mobile discovery platform in emerging markets, offering the only recommendation engine on the market encompassing both in-app and on-device discovery. The Appnext discovery platform powers 7B daily app recommendations via over 10,000 mobile touchpoints.

- Patented 'Timeline' behavior-driven technology •

Appnext's patented behavioral analytics technology, 'Timeline', is uniquely capable of predicting the app users are likely to need next. This innovative solution means app developers and marketers can seamlessly engage with users directly on their smartphones through personalized, contextual recommendations.

- Unique and accessible device level placements •

Appnext has partnered with leading OEMs who have integrated our recommendation engine directly into their devices. Through these partnerships, companies like A23 Games can achieve user engagement from the moment the consumer opens their device for the first time and throughout their daily mobile journey.