

# TATA NEU Gains Over 90K New Installs Through Appnext's Tech Driven Platform



## ● About Tata Neu

Tata Neu is a multi-purpose super-app, developed in India by the Tata Group. Launched in April 2022 following over two years of research, development and testing, it is India's first super-app. It is designed to offer users an extensive yet highly personalized shopping experience, providing delivery services, online shopping, UPI payments, flight and hotel bookings, amongst others. A truly cross-category shopping experience, it empowers customers to do everything and anything, from styling up their wardrobe with Tata CLiQ and Westside, and purchasing the latest gadgets from Croma, to ordering groceries from Bigbasket, booking a flight on AirAsia India, getting health checkups through Tata 1mg, booking a luxurious stay at an IHCL hotel, and ordering a 5-star meal on Qmin. Add to that compelling offers and an integrated loyalty program across Tata brands, as well as exclusive benefits and diverse payment options, and Tata Neu has a lot to offer its users.

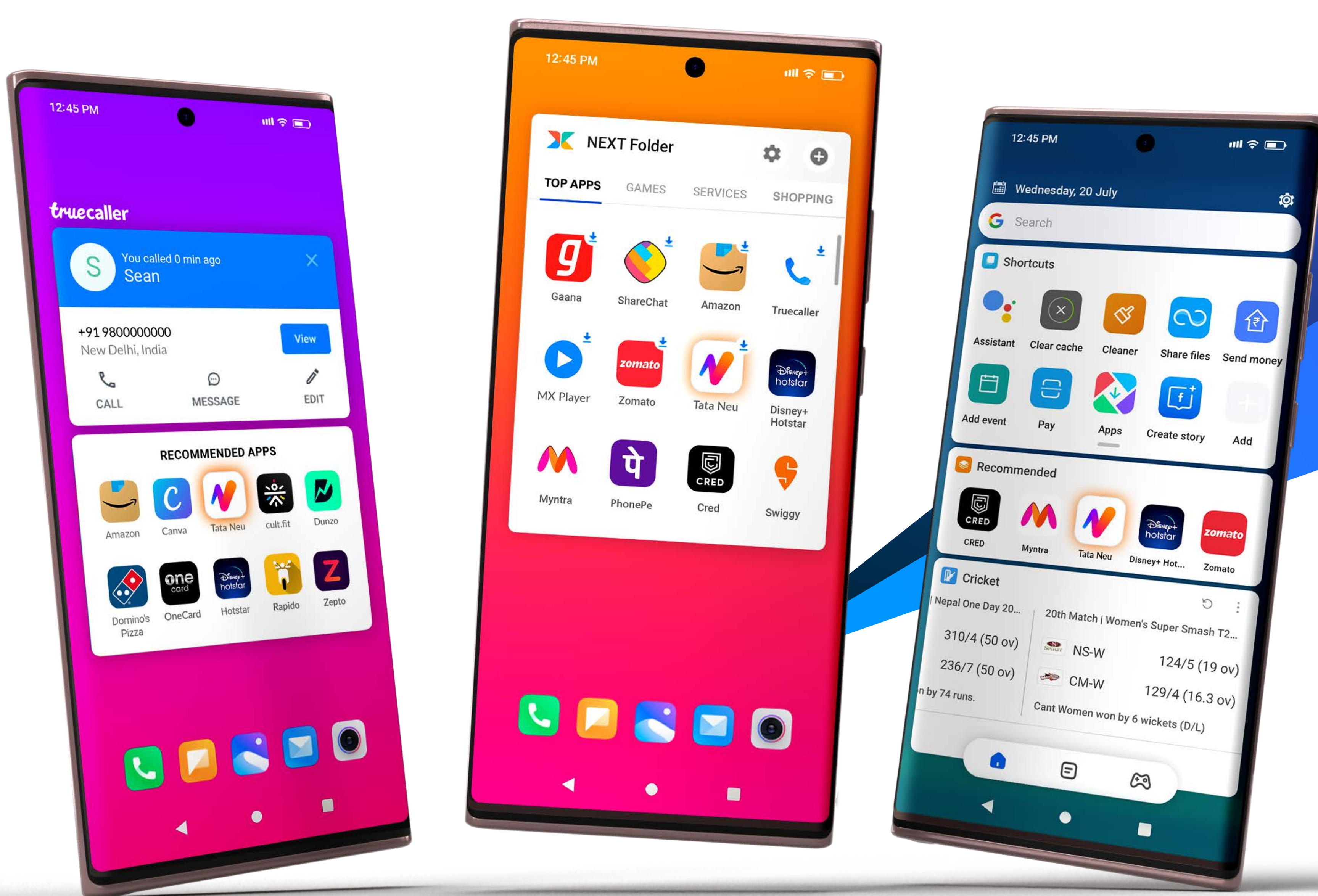
## ● The Challenge

With Tata Neu being in its infancy and the first of its kind app in India, the main challenge for the Tata Neu team is acquiring quality users who haven't used the app to make a purchase before.

The Tata Neu team were looking for new ways to grow their user base and scale their marketing activities past the traditional platforms, so they turned to Appnext to help them reach new quality users and with the aim of achieving a registration rate of 50%.

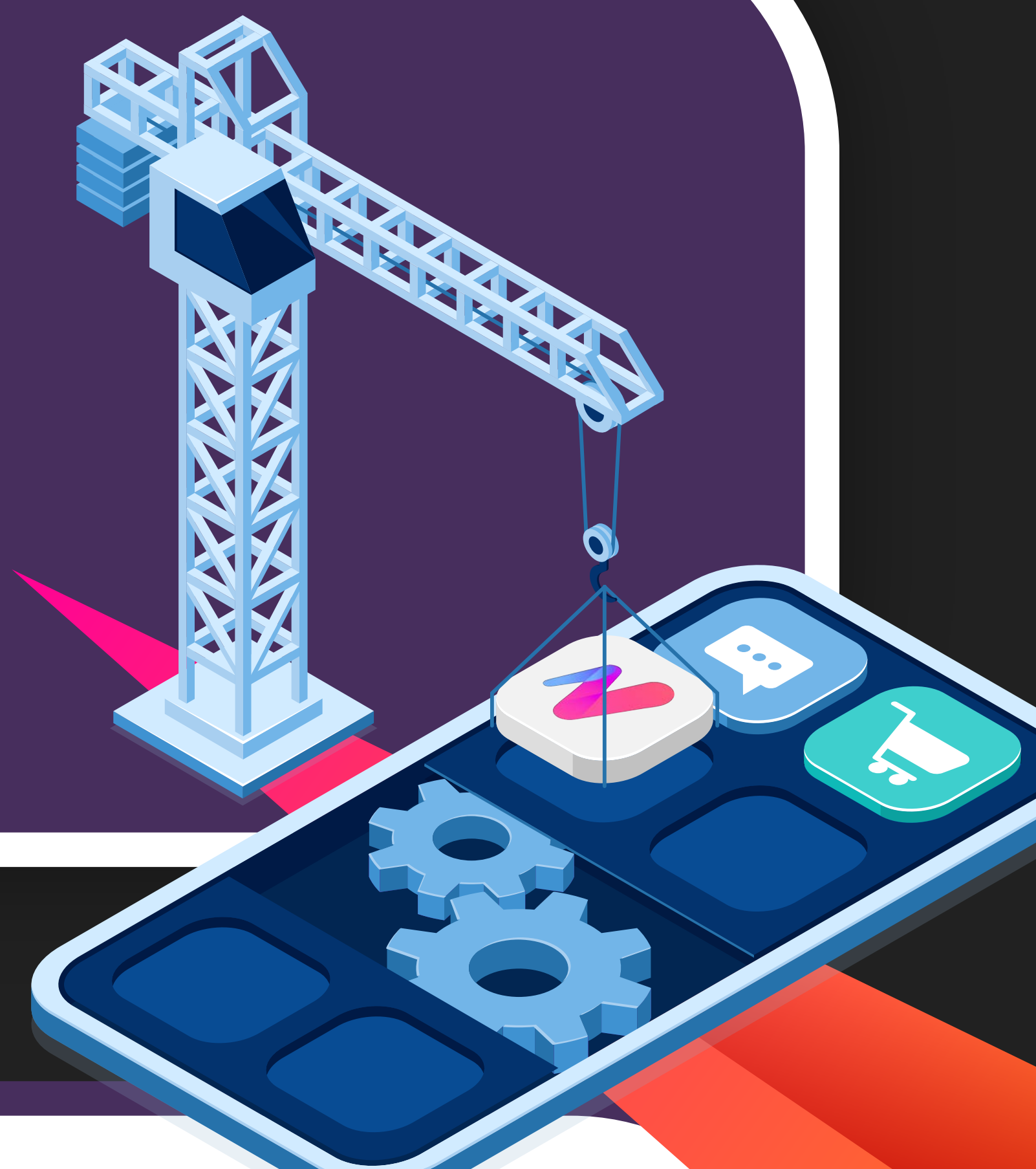
## ● The Solution Provided by Appnext

Tata Neu started its partnership with Appnext in June 2022 and launched a campaign across India with a goal to drive as many active users as possible while maintaining its cost per registration KPI. Tata Neu agreed to run on all of Appnext placements. Specifically, Tata Neu found greatest value in the setup experience, which recommends apps to users when they open their device for the first time, and the device update experience, which occurs around triggers and recommends new apps to users throughout their lifetime with their smartphone. In comparison to traditional channels, users acquired through Appnext have a unique engagement experience, which meant Tata Neu was able to accurately assess campaign success and scale activity accordingly. Because Appnext doesn't require banners or creatives, the scaling and optimization process was also significantly easier and quicker than more traditional channels.



## ● The Results

In just a few months working with Appnext, Tata Neu gained over 90K new installs. At the same time as generating significant volume for Tata Neu's app, Appnext managed to lower the CAC (customer acquisition cost) and also achieve the desired cost per registration rate.



"Through our partnership with Appnext we've already seen a significant performance boost and have acquired thousands of new, registered users of our app. We've enjoyed working with the team at Appnext and we look forward to continuing scaling our activity on the platform."



**Sougata Sengupta**  
Associate Director, Marketing, Tata Digital

## ● 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 unique recommendation engine directly into their devices. Through these partnerships, companies like Matrimony.com can achieve user engagement from the moment the consumer opens their device for the first time and throughout their daily mobile journey.

