Appnext has partnered with leading OEMs who have integrated our unique recommendation engine directly into their devices. Through these partnerships, companies like Kopi Kenangan can seamlessly engage with users directly on their smartphones through personalized, contextual recommendations.

**Why Appnext Works**

- **Unique and accessible device-level placements**
- **Patented ‘Timeline’ behavior-driven technology**
- **Exclusive app discovery platform**

**The Challenge**

- Kopi Kenangan is one of the fastest-growing grab-and-go coffee chains in Indonesia, employing 5,000 people, with operations in more than 200 stores in the country, employing 5,000 people.
- Its mobile app is designed to provide customers with an enhanced and streamlined experience when ordering their favorite coffees and snacks, with key features including:
  - Menu browsing and customization
  - Easy ordering and pickup
  - Customer engagement and feedback
  - Secure and convenient payments
  - Loyalty rewards and personalized offers

**Case Study | Kopi Kenangan Witnesses App Growth Beyond Expectations Thank you for Partnering With Appnext**

**The Solution Provided by Appnext**

- **Comprehensive audience targeting**
- **Patent-Pending ‘Timeline’ behavior-driven technology**
- **Exclusive app discovery platform**

**The Results**

- **70% QoQ install growth in 2023 (Jan-Mar to Apr-Jun), according to data from Apptopia.**
- **Kopi Kenangan maintained steady growth, outperforming its KPIs:**
  - According to data from Apptopia, during the month of June 2023 Kopi Kenangan made 45K downloads, including 4,300 downloads through the Appnext campaign: this means Appnext contributed 10% of the company’s app growth.
  - Success payment rate from registration increased above industry average.
  - 60% increase in user acquisition cost.
  - According to data from Apptopia.

**Appnext is the fastest-growing and largest independent mobile app discovery platform powers 7B daily app recommendations via 20+ in-app and on-device discovery. The Appnext discovery recommendation engine on the market encompassing both app-level and device-level placements in order to target the app users are likely to need is uniquely capable of predicting which apps a user would like to install based on their behavior and interests.**

**About Kopi Kenangan**

Kopi Kenangan is one of the fastest-growing grab-and-go coffee chains in Indonesia. Established in 2016, the Kopi Kenangan Group has more than 200 stores in 31 cities across the country, employing 5,000 people.

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