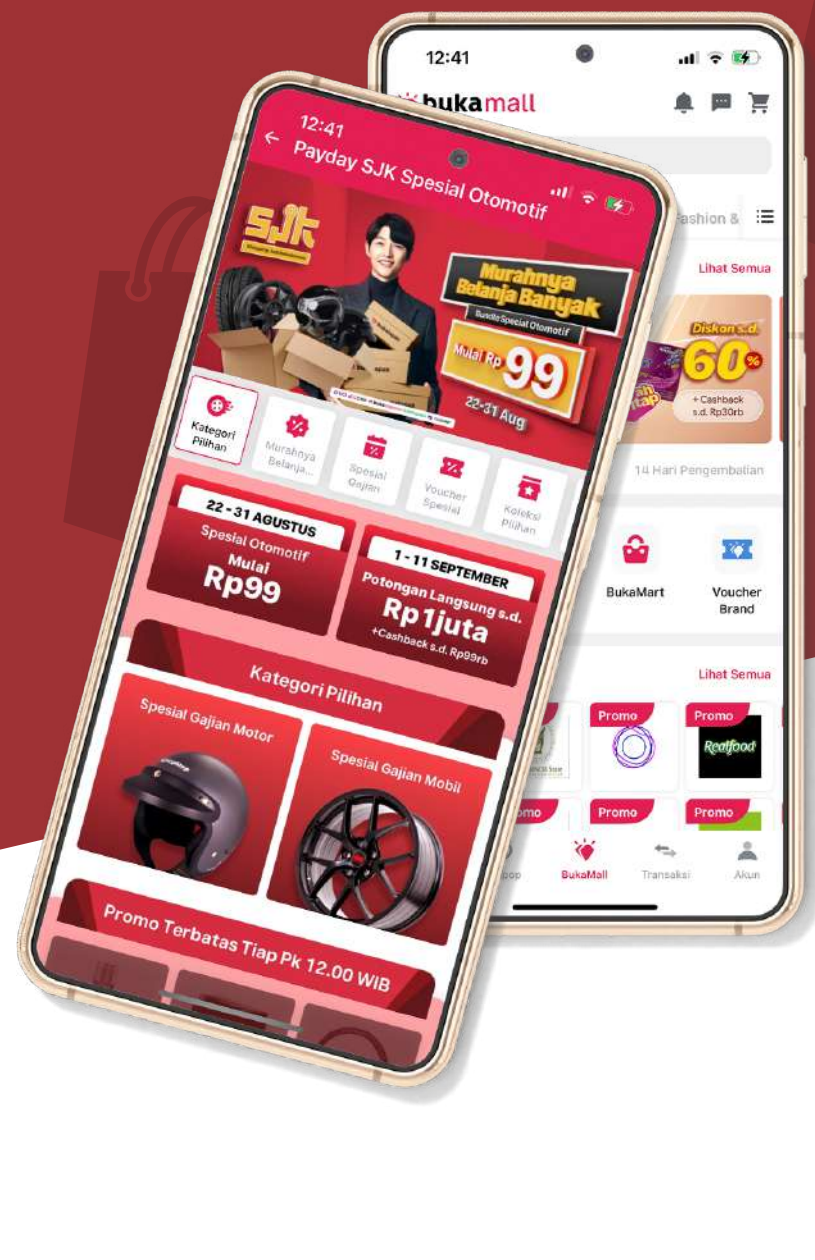


bukalapak

Bukalapak achieved their initial goal within the first month of the collaboration with Appnext, hitting a 10% purchase rate from new users



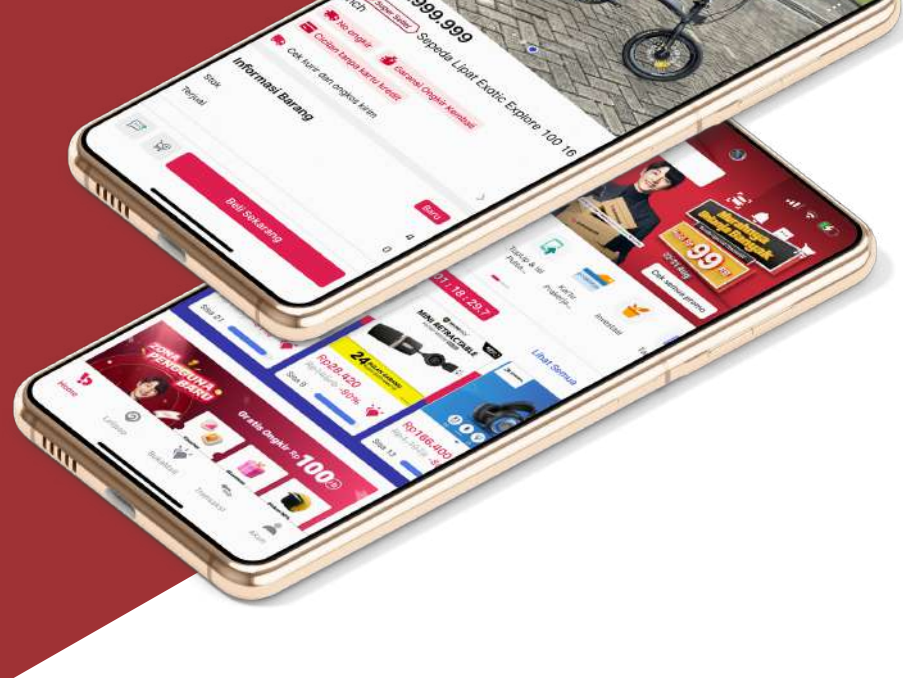
About Bukalapak

Bukalapak is one of Indonesia's largest unicorns, a leading online marketplace that allows anyone to open an online store to serve prospective buyers all over Indonesia.

The Challenge

Looking to increase active buyer and transaction growth

Bukalapak wanted to focus on user acquisition and partner with a mobile marketing platform to become the go-to app in the e-commerce vertical. It also wanted to increase the number of transactions coming from the newly acquired users, while keeping customer acquisition cost below an agreed amount. Bukalapak's data shows that Android dominates the market in Indonesia, so the campaign focused on Android users only.



Be the leading app in the Shopping category in the app store

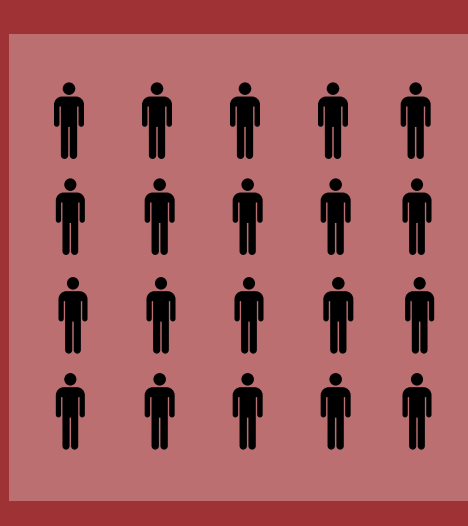


Increase transactions coming from newly acquired users



Keep customer acquisition cost below the goal

Audience Demographics



Gender : Male-female

Geo : All cities in Indonesia

Age Group : 18-40

User Intent : Online shoppers

Campaign Execution

Appnext is working with top OEM brands and the world's largest shopping apps. Its targeting capabilities and audience profile coupled with the patent 'Timeline' Technology dramatically increased the effectiveness and results of Bukalapak's campaigns.

Combining the unique audience data with fast optimisation processes, Appnext was able to hit Bukalapak's purchase rate goal within the first week of the campaign. After several successful months of ongoing campaigns, a unique purchase metric was added to the optimisation strategy to push for further quality.

Appnext hit Bukalapak's purchase rate goal within the first week of the campaign



Solution offered by Appnext

- Find & target new users via app recommendations that were shown directly on-devices of high-intent users
- Proprietary AI-based technology and predictive analytics, to accurately recommend Bukalapak via dynamic engagements that are presented at relevant moments during the mobile journey of relevant users



Results

Appnext delivered Bukalapak's initial goal within the first month, hitting a 10% purchase rate from new users. The partnership continued to thrive; three months after the campaign launch, Appnext was delivering a 11.52% purchase rate and Transaction rate consistent at >41% from January-June . Transaction growth was 9.08% QoQ. (all the KPI's are monthly basis)

Bukalapak reached the top ranking for free apps in the Indonesian Google Play store, which typically correlates to a large uplift in organic installs. This means Appnext was able to acquire high-quality paying users while also contributing to the jump in rankings Bukalapak experienced during the campaign. Combining the high rate of paying customers with a lowered acquisition cost, the partnership has been a huge success for both parties. Appnext continues to drive high-quality acquisition of new users at the lowest possible price for Bukalapak.

10% purchase rate from new users within the first month

11.52% purchase rate from new users three months after the campaign launch

9.08% transaction growth Quarter on quarter while the campaign

Appnext as a UA platform exceeds the expectations of increasing buyer rate but also delivered transaction growth. The performance was achieved through the highly adaptive bid optimized towards market supply and demand competition in Buyer and Transaction Growth.



Rawamantan Dwi
Online Marketing
Manager

Why Appnext works

→ Exclusive app discovery platform

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 5B daily app recommendations via over 10 Thousand mobile touchpoints

→ Patent behavior-driven technology

Appnext locates high-intent users via patent user intelligence technology. Apps are suggested based on predictive analytics and behavior-driven AI technology according to the mobile user's daily journey, leading to personalized advertising that converts

→ Unique and accessible device-level placements

Appnext partners with leading OEMs who integrated our unique recommendation engine directly into their devices enabling continuous engagements with high-intent users worldwide via exclusive on-device placements, allowing mobile users to discover apps and services exactly when needed, intuitively and efficiently