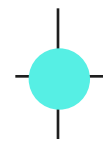




Campaign Type: CPI

www.applabs.ai





Josh



Brand Introduction

Josh is a video-sharing social networking service, owned by VerSe Innovation – an Indian technology company based in Bangalore, India. It is India's own largest short videos maker app. Josh is currently available in 12 Indian languages and allows users to upload, share, remix bite-sized videos of up to 120 seconds across various categories.



applabs
Advertise where it Matters

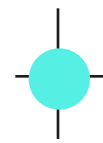


India's #1 Short Videos App

Hum Bhi Hai Josh Mein! Aao Tum Bhi Josh Pe

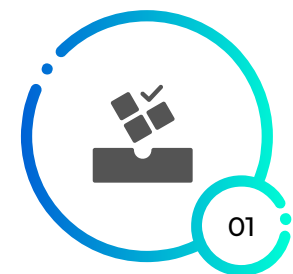


JOSH: SHORT VIDEOS APP



Campaign Objectives

Staying ahead of the competition amongst the other Short Video Apps, Josh wanted to



**Increase
App Installs**



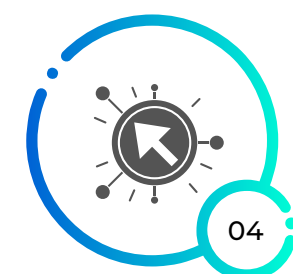
**Increase
User Retention**



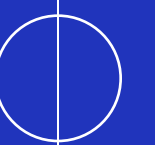
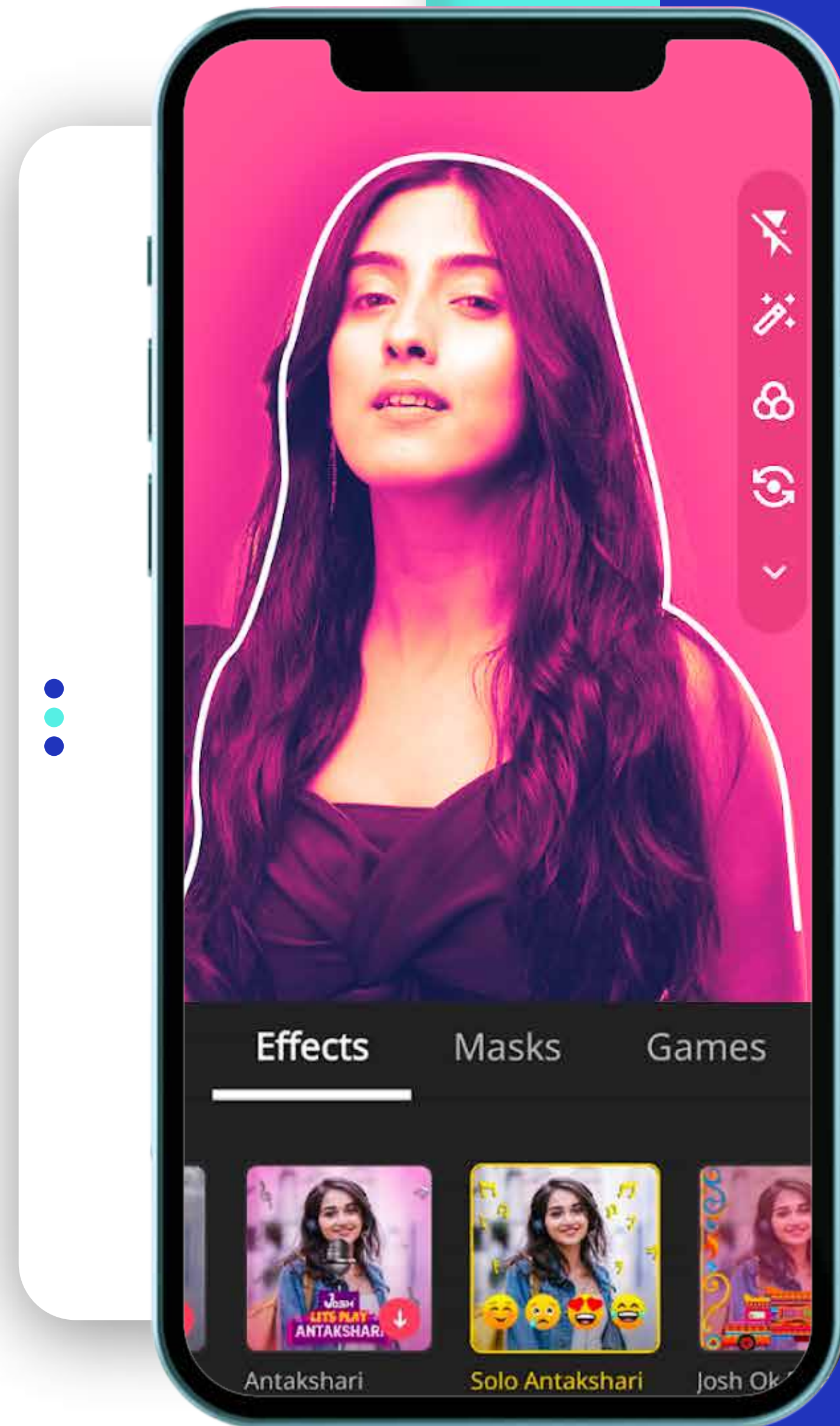
**Increase
Video Views**



**Stay Ahead Of
The Competition**



**Maximise
Reach**





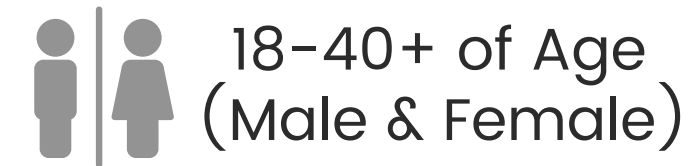
Josh

Campaign Strategy

To increase the installs as well as the user retention on the app, the brand targeted the mentioned user demographics.



Targeting:



18-40+ of Age
(Male & Female)



Smartphone
Users



India, Metro, Tier
2 & Tier 3 cities

Audience segments:



Students



Employees



Housewives

Attributes:



Banner Ads



Video Banner
Ads



How We Executed

For a successful campaign execution, our proprietary Artificial Intelligence platform helped via:

REACHING UNTAPPED AUDIENCE

Created buzz about the new product and tapped the audience who watch short videos on smartphones.



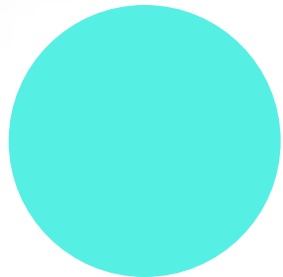
BOOST INSTALLS

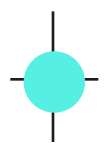
Targeted the audience in tier 2 cities using the regional/vernacular video and image banners to boost App Installs.



INCREASE REGISTRATION

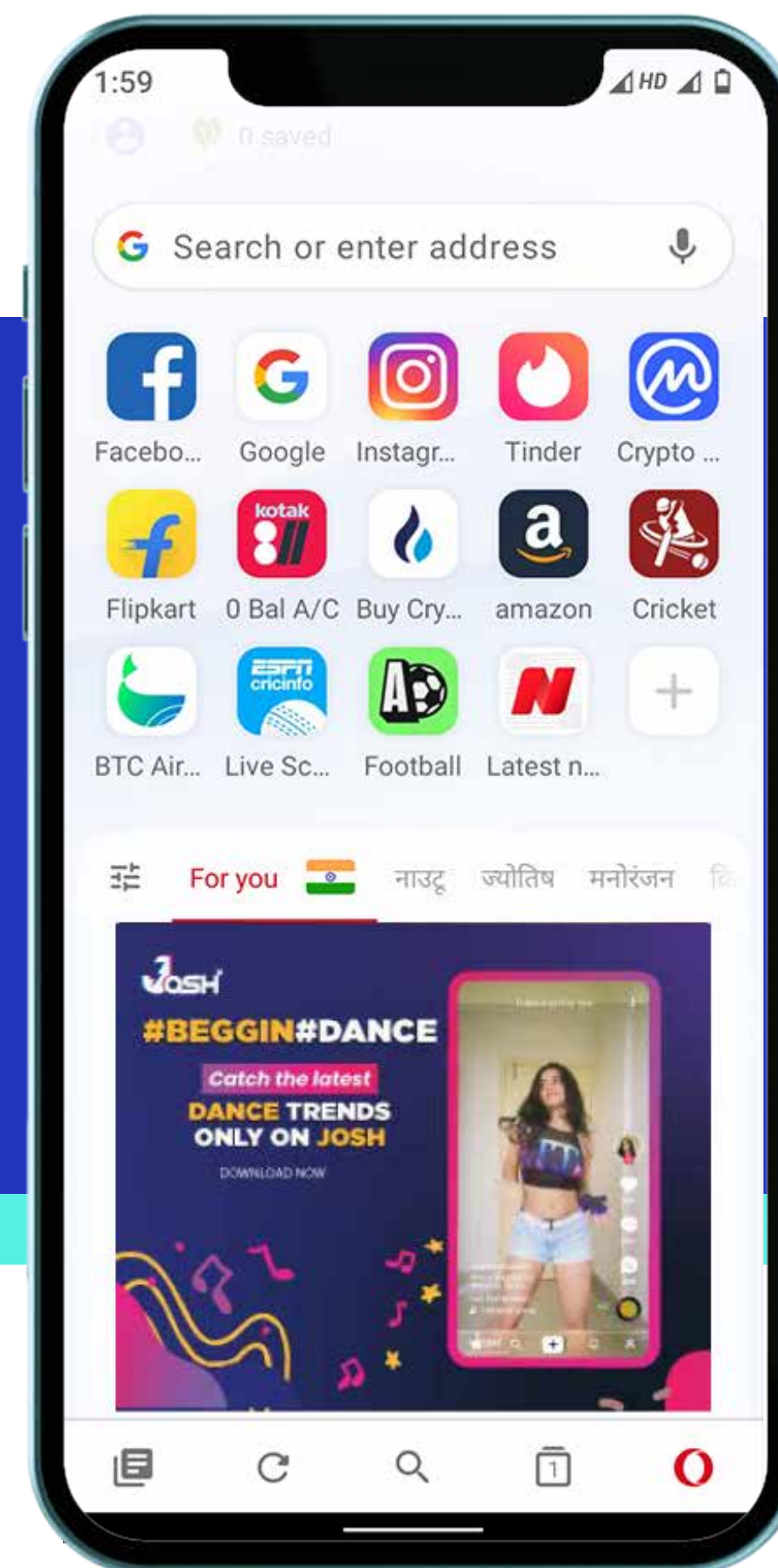
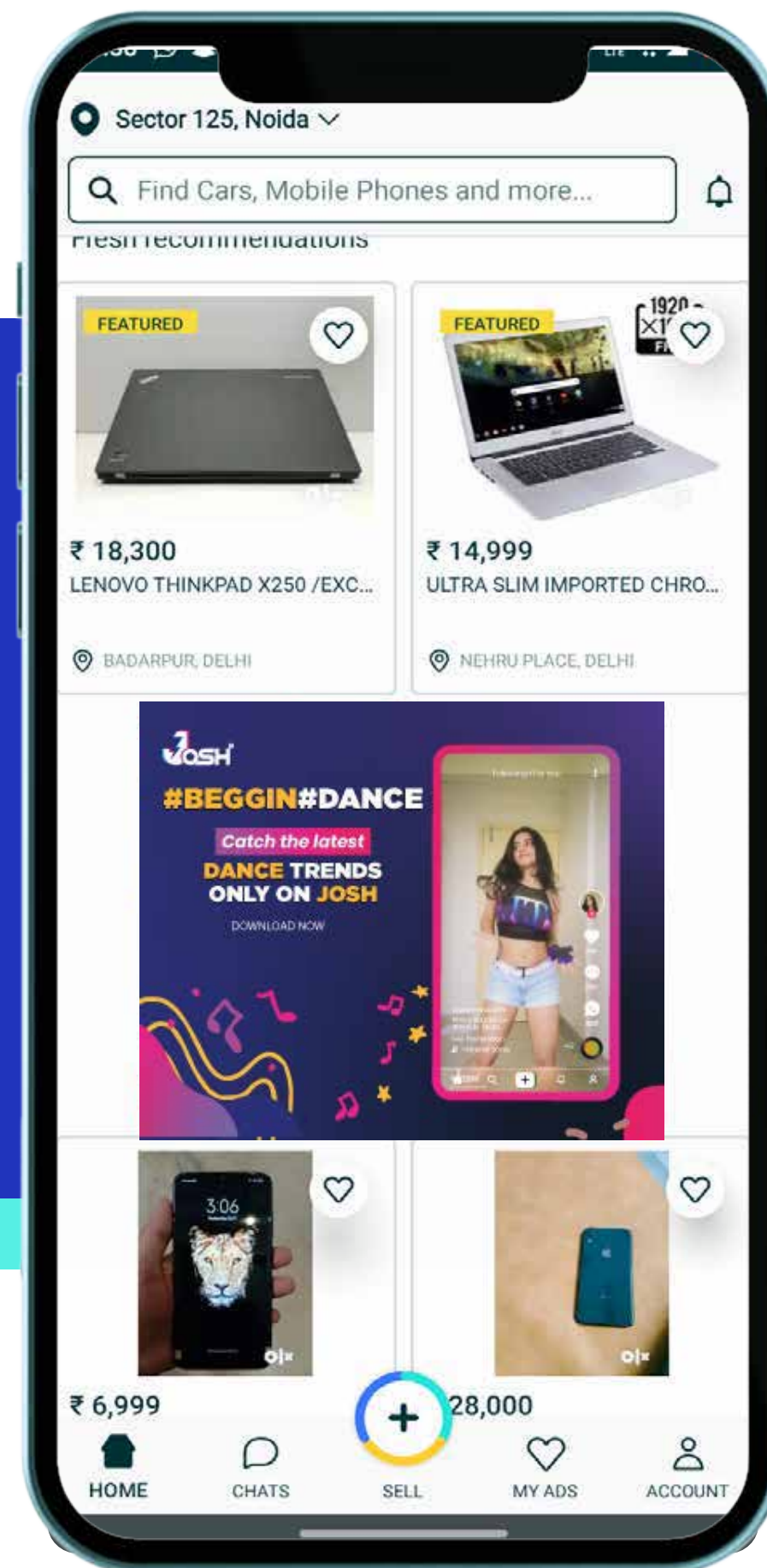
To increase new registrations and acquire interested audience, users were fully engaged via creative placements across OEM and In-App and were subsequently directed to Google play store to download the App and complete registration.





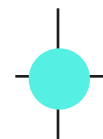
Josh

Campaign Screenshots



JOSH: SHORT VIDEOS APP





Josh

Results

During the App Install Campaign, Josh was able to achieve

594M+
IMPRESSIONS
DELLIVERED

4M+
INSTALLS

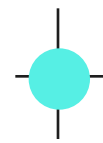
35-40 %
RETENTION RATE
- DAY 1

JOSH APP



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About Applabs

At Applabs, we let advertisers connect to their audience through OEM & Premium Mobile Apps to make an impact and drive results. Our technology fine-tunes the campaigns to ensure the desired user journey to achieve the KPIs at reasonable price point.



Thank You

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