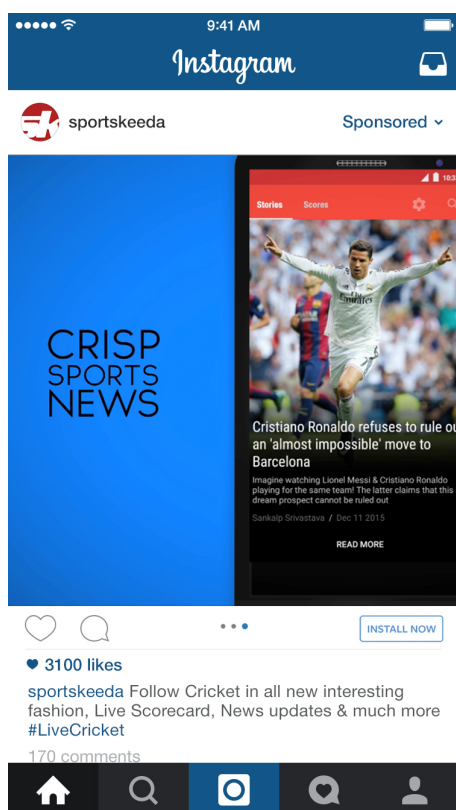


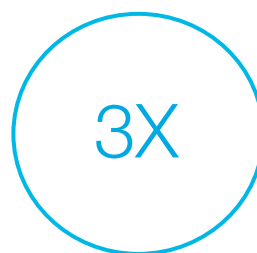
sportskeeda

Uniting a Sports Community on Mobile

The sports company used a short and sweet video demo ad, backed by advanced targeting, to drive quality app installs in India.



lower cost per install



return on ad spend



increase in app installs

STORY

Where the action is

Sportskeeda is an online community where sports fans come together to discover sports-related interviews, reviews, analysis and comics. It's also interactive: people can chat to other fans, contribute articles and take part in contests online or via the mobile app.

GOAL

From loyal fans to mobile supporters

After launching its mobile app in June 2015, Sportskeeda wanted to reach the right people with the right creative to drive quality app installs. Specifically, it wanted to boost its app retention rate by 20% and the number of installs by 25%.

SOLUTION

Peak performance

Mobile video is increasingly popular in India and was central to Sportskeeda's campaign. The company created a clear and informative video that walked people through the app's functions and features. The 30-second video was short enough to hold people's attention until the end, when they were prompted to install the app. The video was complemented by photo ads to further showcase the app's features and drive installs.

To hone in on the right people, Sportskeeda targeted 18 to 34-year-old Indians with an interest in cricket, Sachin Tendulkar, MS Dhoni, Virat Kohli, the Indian cricket team, IPL or Rohit Sharma. It targeted people classed as "active video viewers", excluded anyone who had already installed the app and used Lookalike Audiences to find people who resembled its current app users. It also retargeted people who had visited its website in the past 30 days.

Sportskeeda's highly targeted three-month campaign produced stunning results. The company drove 30% more app installs while achieving a 40% retention rate – higher than the industry average.

“

Instagram has helped drive significant growth for Sportskeeda, including a 30% increase in mobile app downloads and a higher percentage of loyal app users. Sportskeeda's results were achieved through both precise targeting and high-quality video creative.

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Porush Jain
Founder and CEO
Sportskeeda