

# Data Driven Marketing drives more acquisition for UC Browser

## UCBrowser For Android

# Fast Browsing And Powerful Downloading



*"All the products under UC Brand have seen an exponential growth in terms of digital adoption driven by MoMagic Technologies. Not only, the installs have increased, but also there has been a growth in usability & retention for our Portfolio. UC Group highly recommends MoMagic & hope the synergies continues."*

— Seven Wang, Head of Digital Marketing, UCWeb India



### CHALLENGE

UC Browser is Web & Mobile Browser created by UCWeb Inc. of China. It's a one of the biggest brand in terms of Tech. Being a premiere tech product, owing to competition they had a challenge to get more smartphone users who would use it as preferred browser.



### SOLUTION

Tailor Made, Data Driven, model was created consisting of several targeting parameters including User Appography info, location, timeline, and also promotional message designed through different creatives. Using our Data Model we helped UC to identify core user segment to drive more downloads.



### RESULTS

Within 9 Months, With Tailor Made Data Model by MoMagic, we built a core customer model which drove 65M Impressions that converted into 4M+ Installs with >60% Retention Rate.

# 65M+

Impressions

# 4M+

Installs

# >60%

Retention Rate



## Targeting Techniques used to Grow Success with Conversions

The Targeting techniques coupled with the Tailor Made Data Model conceptualised along with the campaign ensured conversion to increase in Acquiring local in-App users on mobile.

User Attribution in terms of App Detection of what all apps he has, how many times does he uses the app, what kinds of ads he clicks & through online transaction records was created to ensure effective targeting.

With Appography, Targeted Users according to the content consumption pattern like sports news for the sports enthusiast and business news for business professionals. It helped us acquiring loyal users making bookmarks on UC browser which increased app session in the long run.



## MoMagic Leads to Bookings, Conversions and a Lot More Traffic

Partnering with MoMagic, in 9 Months, UC obtained 65M+ Impressions that resulted in 4M+ Installs. The Campaign succeeded in maintaining a retention ration of over 60% which help UC acquire a long term loyal User.

After successful targeting of prospects, & analyzing the different user data to create a Tailor Made model, UC has been able to grow significantly using MoMagic as their Preferred Digital Partner.

