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Case Study - POKKT

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Overview

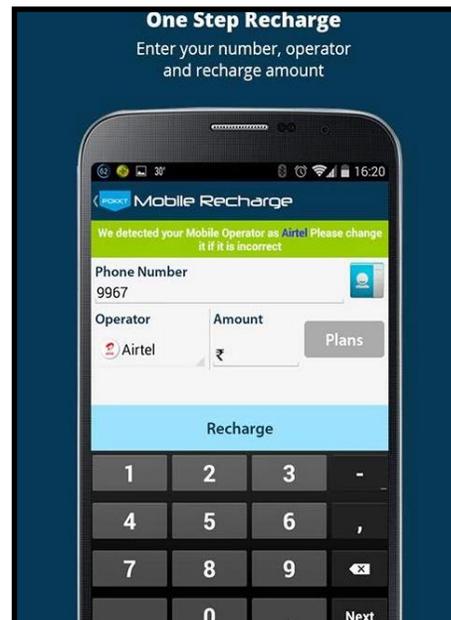
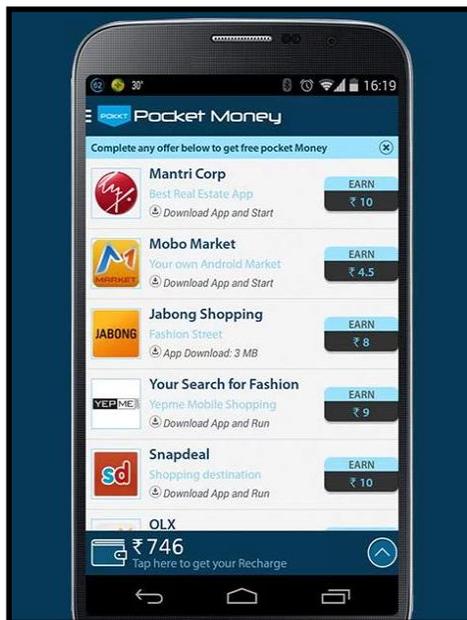
Free Mobile Recharge/Pocket Money is the only free mobile recharge App that lets you top up and recharge data for your phone for free. This is the fastest and the most convenient way to top up your prepaid mobile plans. Free Mobile Recharge makes it easy for you to earn rewards by completing quick and easy offers, like downloading different kinds of apps or filling out surveys. One can earn pocket money i.e. free mobile recharges by answering questions or downloading apps

Problem Statement

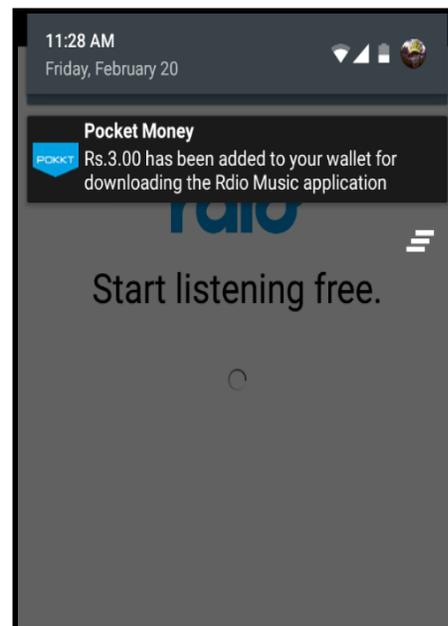
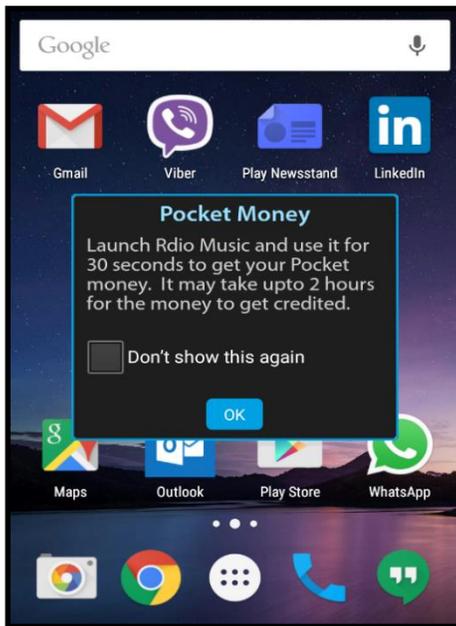
Free Mobile Recharge has grown tremendously with tremendous increase in downloads over the last months. Apparently they started to focus on user conversion and retention. They needed a way to connect with the users who are already using their App so they could engage them effectively and improve conversion/retention.

Solution

Free Mobile Recharge decided to use App42 Push to engage users on many levels.



Daily alerts are sent out to users informing them about the money they can earn each day by downloading the apps or filling out surveys. Once an App is downloaded, another Push is sent out informing the user regarding the action to be taken with the downloaded App. The users are then intimated regarding the recharge through Push Notifications. Thus users do not need to keep checking their App again and again and see if the reward points are credited.



Free Mobile Recharge has grown tremendously with tremendous increase in downloads over the few last months. Introduction of Push as a way to connect with users has led to an increase in retention of our users.

Other salient features of the App -

- Complete as many free offers as you want to earn free mobile recharges
- Earn money by downloading free apps or completing surveys
- Recharge your prepaid plan by entering your phone number into Pocket Money
- No sign-up needed! Just download Pocket Money and complete offers and get free mobile talk time!
- Earn free pocket money for every friend you get to download and use Pocket Money
- Invite friends from WhatsApp, Facebook or Google Plus, all from Pocket Money

App42's Cross-Platform Push with Features like Scheduling, Channel Mode, Segmenting and Targeting based on Real-time Analytics, Location-based Pushes, Multilingual Push, Sound Notifications, etc. has made it stand out from its competitors. Learn more about App42 Push [HERE](#).

Benefit

Push comes real handy, in an era where a huge chunk of an organization's budget goes into marketing. It is virtually cheap and has a better response (chance of action being taken) as compared to an e-mail or even other marketing strategies. Research has shown that almost 60%-70% of Push Notifications are opened and read by recipients. Highly simple to compose and send, Push is an effective means of engaging with your users again and again. The best part of Push is that it is very effective as compared to the conventional means of marketing. Mails can be read later, messages will be deleted before they are read but it's highly unlikely that a Push notification goes unread.