

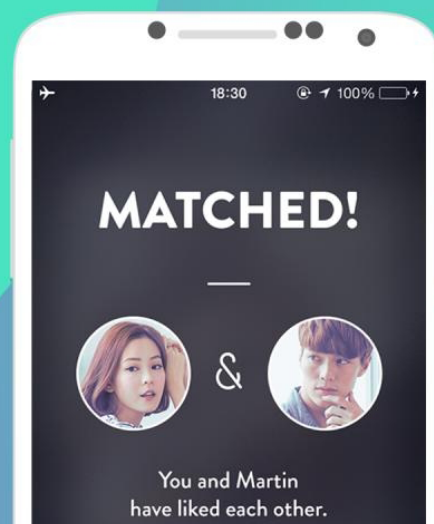
Appier

Drive in-app subscriptions with AI

Paktor, a well-known dating app in Asia, partnered Appier to boost revenue by 26% with an AI-based approach.

Revenue: **+26%**

Paktor



Paktor is a location-based dating and networking mobile application that connects mutually-interested users and allows them to chat individually or as a group. As of 2017, Paktor has 4.8 million users. Seven out of 10 members have been matched successfully.

THEIR RESULTS

Better performance with CrossX App Installs

 **+26%**

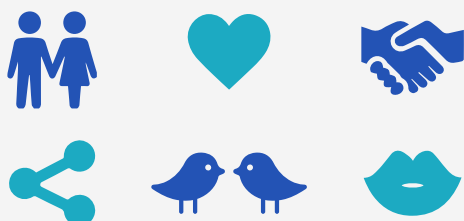
Revenue was boosted by 26%, week on week after the implementation of Appier AI technology.

 **+30%**

In-app subscriptions were also boosted by 30%, week on week after the implementation of Appier AI technology.

 **+50%**

App installs per day jumped by 13% and download conversions were boosted by 50% week on week, expanding Paktor's market share significantly.



One of the most popular dating apps in APAC

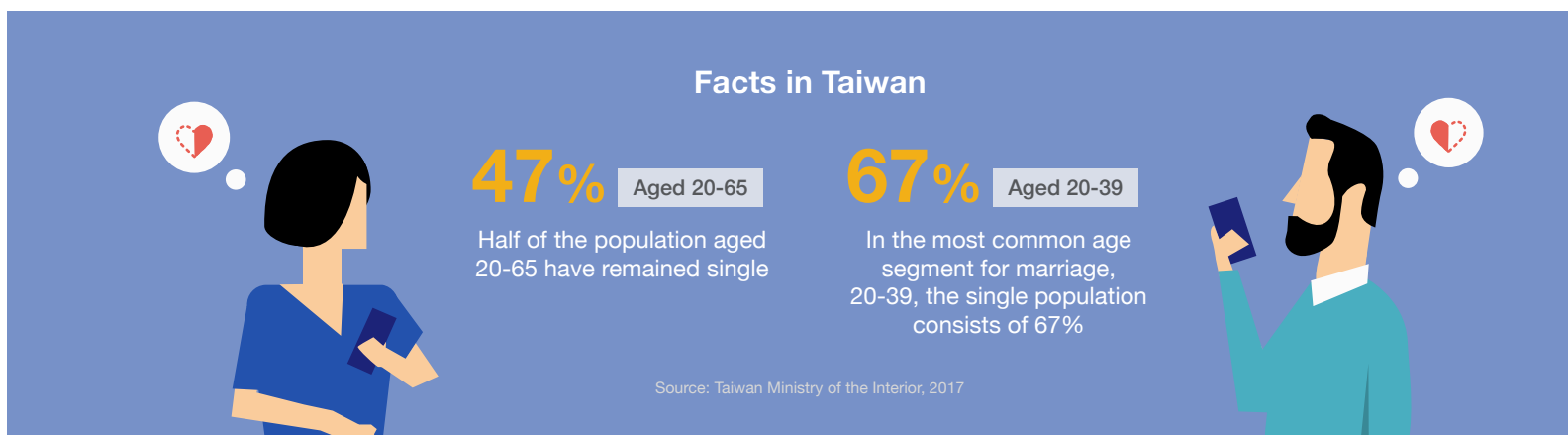
Paktor is a location-based dating and networking mobile application that connects mutually-interested users and allows them to chat individually, or as a group.

THEIR GOAL

The Paktor marketing team wanted to drive more in-app subscriptions while increasing the in-app tutorial completion rate, in order to create a better user experience while ensuring high member quality.

THEIR CHALLENGES

More and more dating services have seen the business potential of Taiwan market, resulting in fierce competition.



THEIR SOLUTION

Executing smart digital marketing with an AI-driven approach

Appier AI technology is capable of identifying users' cross-screen behaviors and pinpointing their interests in "socializing and dating" from billions of data points. It can connect the dots to arrive at insights very quickly.



Firstly, targeted users are analyzed and categorized along multiple dimensions, such as the frequency of in-app purchases, purchase amounts and so on.

Appier characterizes the frequency of reach by the behavior of each unique user, for example, if it is their first time using the Paktor app, or if they are users who are very likely to subscribe.

After the potential buyer downloads the Paktor app, Appier re-markets social/dating-related information to every device owned by the same user (i.e. tablets, smartphones, laptops etc) through a cross-screen approach. This deepens the Paktor brand impression and helps to trigger the motivation to become a Paktor VIP member.