

glance × ADJUST

THE CRICKET PLAYBOOK FOR GROWTH MARKETERS

Mobile Advertising Best Practices
for the 2024 Cricket Season



Foreword	01
Inside the Minds of Cricket Fans	03
App Innings: Popularity and Usage During the Cricket Season	09
Perfecting the Delivery	13
The Round-up	16




Foreword

A Moment to Connect Beyond Boundaries

Celebrated by Indians and renowned worldwide, cricket has captivated Indian sport lovers for decades. In India, the cricket season is a national phenomenon – like the Super Bowl is the US – connecting Indians with each other and their favorite teams. Millions throng at stadiums or virtually on the internet and television screens to watch the matches with friends and family. This makes it an advertiser’s dream season to connect with their existing audience and potential customers.

The Largest Field of Opportunity: Mobile

When the 2023 edition of India’s biggest cricket tournament became free to view on OTT and millions tuned in, the digital space – particularly mobile – became even more lucrative for advertisers.

 **32 million people** watched the IPL on the official OTT platform in 2023, beating the previous record of 25.3 million in 2019*

Even if people watch the match on larger screens, the mobile, being an always-on device, is the second screen. People constantly turn to it for match updates, running errands, browsing merchandise, ordering food, or calling friends and family to share match moments.

And now, with the emergence of smart surfaces, people are beginning to access instant updates with a single tap on their smartphones. This provides plenty of avenues for brands to make a mark.

The Catch: Rising Media Costs

The competition is fierce on the field, and we are not talking about cricket. Millions of advertising players vying for consumers’ attention during the cricket season means heightened media costs. The challenge is that not all brands can afford to sponsor games or run ads during matches on air. Furthermore, brands need to be able to measure success with ease. To make their presence memorable, marketers require an innovative and cost-effective approach.

*Source:
SportsPro Media, 2023

The Winner's Strategy for Growth Marketers: Giving Emerging Channels a Shot to Engage and Acquire Users

- Marketers must remember the fundamentals and embrace the future to maximize ROI during the cricket season. Here is what this looks like:



Leverage the power of AI to drive efficiencies: AI and machine learning can help generate personalized content at scale, tailor experiences based on consumer context, and consistently offer more relevant experiences that lead to better app downloads.



Explore emerging channels to drive seamless app download journeys: Advertisers must be present on platforms such as smart surfaces, where millions consume content with a single tap, to allow app downloads without visiting the Play Store.

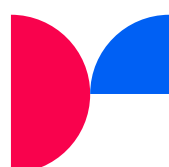


Measure the success of your app campaign: Leverage preload attribution to effectively measure outcomes from installs to conversions and get crucial insights into the number of users opening your app, the comparative performance of your pre-install campaigns, and campaigns that drove high-value users.



Decode the incremental impact of your campaigns: Leverage incrementality to understand the incremental impact of your campaigns and creatives.

In the report, we explore how advertisers can deliver experiences that delight consumers around the cricket season on emerging channels.



Inside the Minds of Cricket Fans



How Mobile Changed the Game

TV is not out, but it has given way to everybody's beloved on-the-go channel, mobile. Fans now watch cricket tournaments digitally, with mobile playing two key roles:

1. Being the preferred medium where viewers stream the match.
2. Being the second screen that viewers turn to even when the match is on TV.

Thus, even when people are tuning into the matches on television, they pick their phones up to read analyses, engage with updates, or call friends and family to share match moments with them.

73% of IPL viewers tune into the tournament digitally




52% of them watch the matches on both TV and mobile

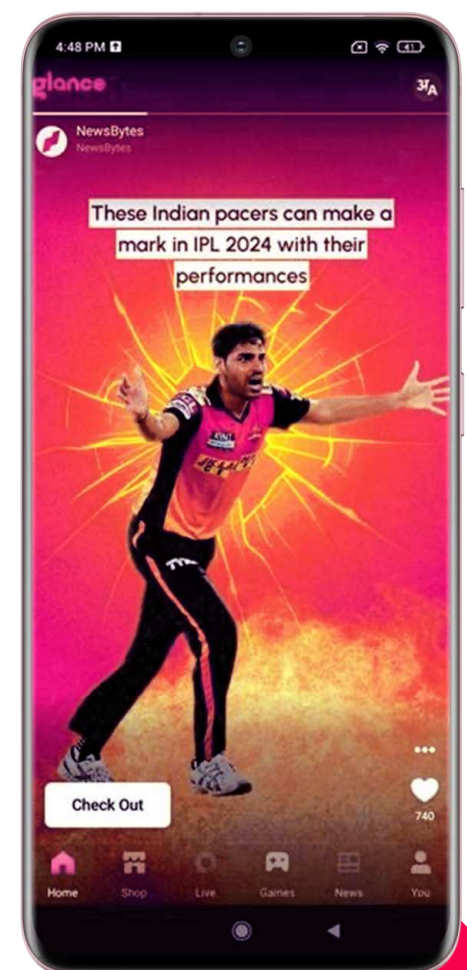
30% prefer watching the IPL solely on mobile, and only 18% prefer TV

Source: [The Hindustan Times, 2023](#)

The New Virtual Stadium for Fans: The Smart Lock Screen

The lock screen was once a dull space where people could only check the time and notifications. Since 2019, Glance has turned this passive lock screen into a smart lock screen – a smart surface that gives people the latest updates in the language and interest of their choice, as soon as they pick up their phones, with a single tap. This has changed the game for Indian sports enthusiasts, becoming the destination for instant match updates.

-  **21%**¹ of the content consumed on the Glance smart lock screen is around sports
-  **75 million**¹ people checked the score per day on average during the 2023 cricket season on the smart lock screen
-  **568x more** score viewers per day on the smart lock screen than the number of people that fit into **India's largest cricket stadium**²



Source:

¹Glance Platform Data, 2023

²The Times of India

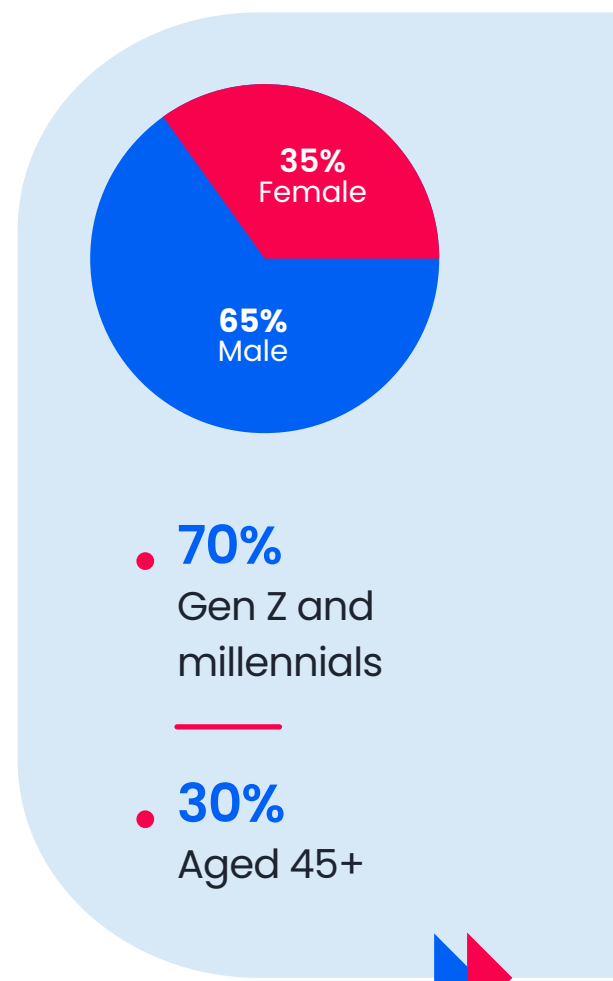
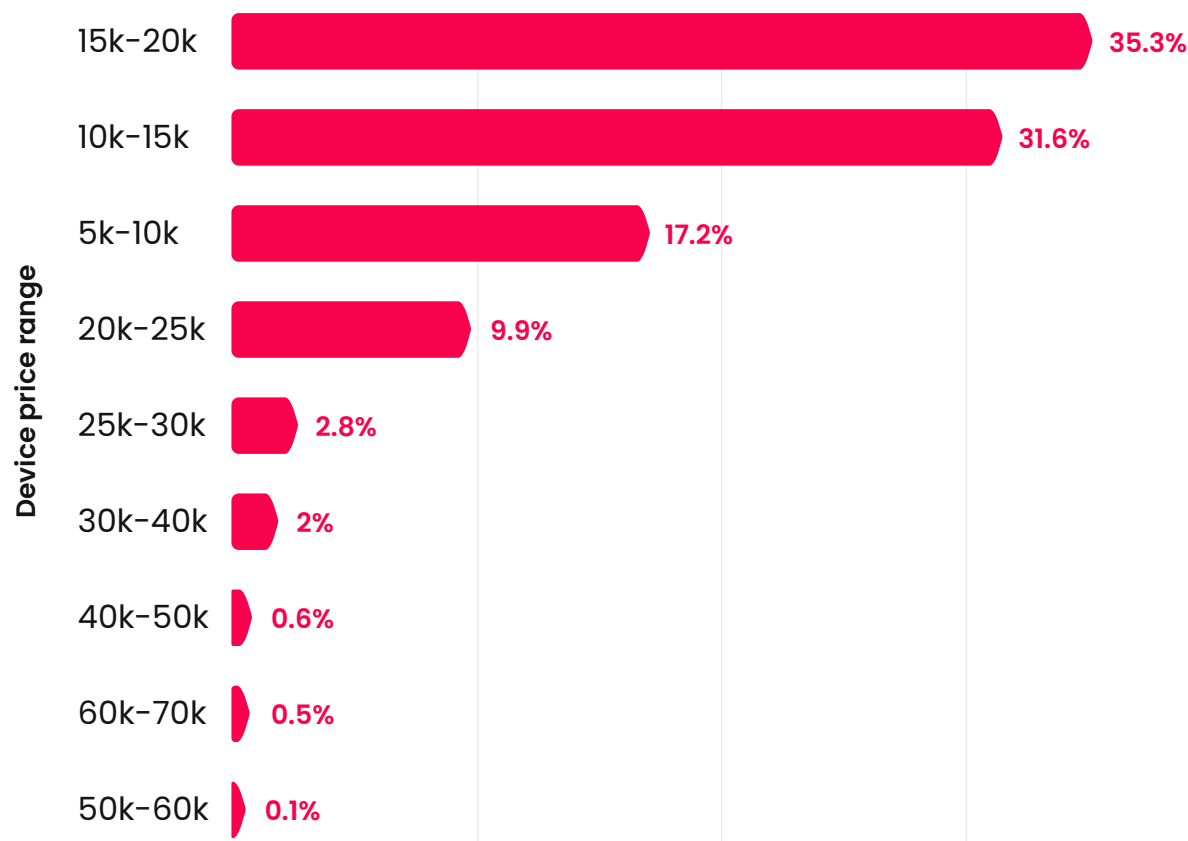
A Close Look at Cricket Lovers in the Virtual Stadium

Cricket enthusiasts from every corner of the country visit the smart lock screen for instant and seamless cricket updates. They consume this content in various languages on the go with a single tap on their smartphones. During the 2023 cricket season, they stayed updated with snackable stories or cards that showed up on their smart lock screen. This behavior is in line with today’s demand for instant and easy experiences.

The Spectators on the Smart Lock Screen

Comprising cricket lovers across ages, genders, and geographies, the smart lock screen is a truly diverse space.

Distribution of Cricket Viewers Based on Device Price Range, Gender, and Age



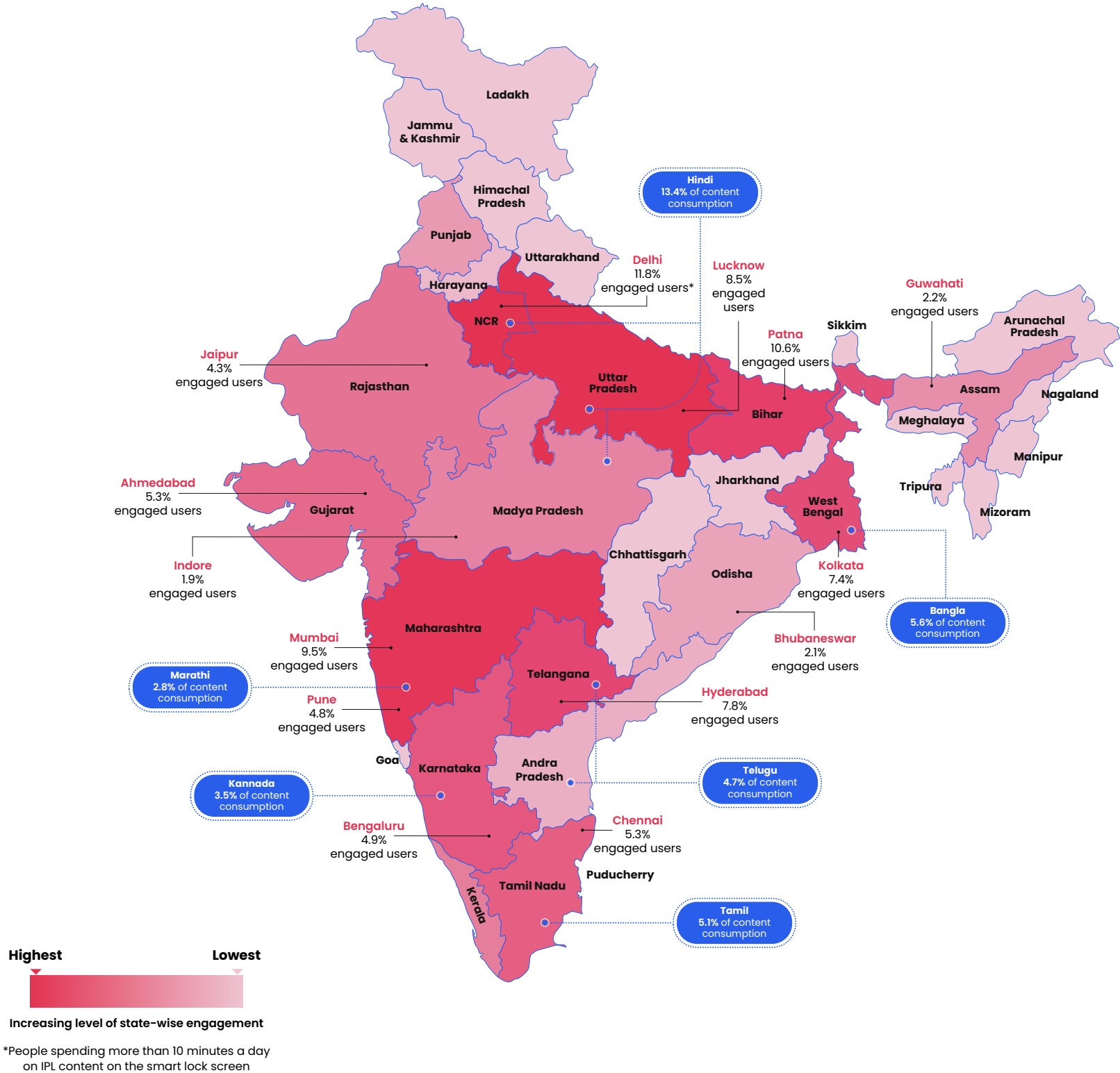
Source: Glance Advertising Platform Insights, 2023

How marketers can win this game:

Younger audiences mean tech-savvy audiences! Brands across verticals have the chance to drive app downloads with a single tap by offering immersive digital experiences on the first mobile touchpoint. Interestingly, we also find several viewers on devices in the lower and mid price range, indicating that the mobile is India’s easiest gateway to the internet.

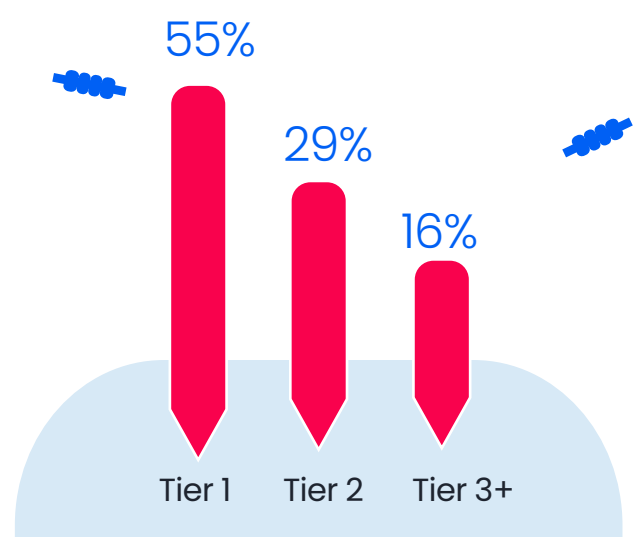
With the cricket audience on Glance being from various regions, we also see the content being consumed in different languages.

Regional and Linguistic Distribution of Cricket Content Engagement on Glance



- Delhi, Maharashtra, and Uttar Pradesh:** Most engaged states during the 2023 cricket season
- South Indian states:** Highest cumulative engagement during the 2023 cricket season
- 35%** of cricket content engagement comes from **vernacular languages**

City-wise distribution



Source: Glance Advertising Platform Insights, 2023

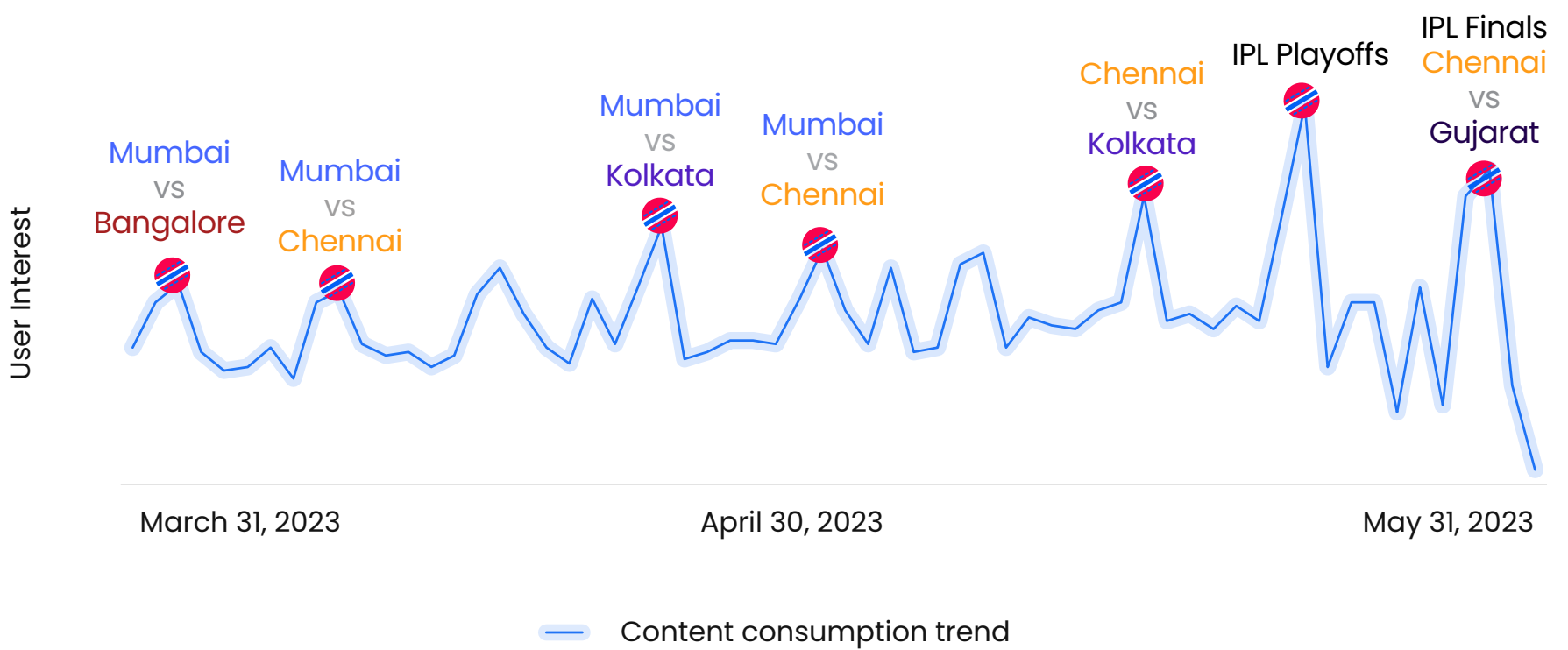
How marketers can win this game:

Create thoughtful and personalized content experiences that cater to linguistically diverse audiences. Leverage the power of local languages, landmarks, and passions to create content that wins hearts and drives instant app installs.

What Wins: Content Consumption During the Cricket Season on Glance

During India’s favorite sporting season, mobile activity and content consumption is high. Across the season, activity and interest peak especially when there are major matches. Significant spikes were witnessed on days when the tournament’s previous winning teams or popular players battle it out.

Cricket Content Consumption Trends During the IPL



128 million¹ users tuned into IPL 2023 on Glance

=

Over 1/5th of the total number of IPL viewers that year



30 million¹ highly engaged users per day on Glance in IPL 2023

=

227x more than the number of in-person attendees at the finals²

Source:

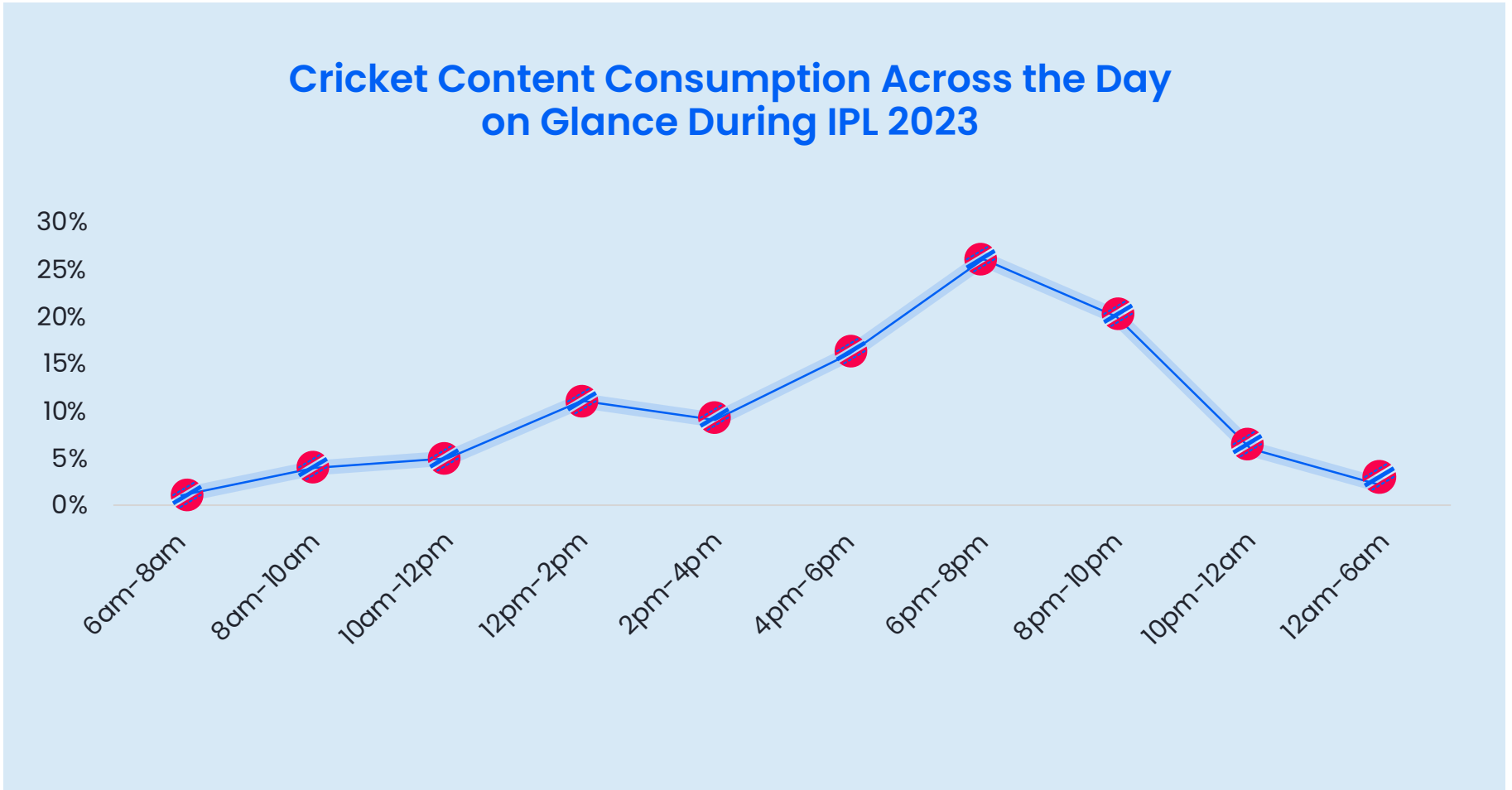
¹ Glance Advertising Platform Insights, 2023

² The Times of India

The Best Time to Score: Activity Across the Day

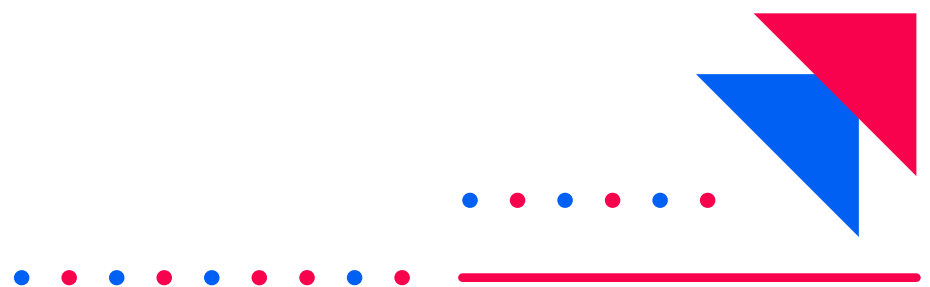
Although Indians are always on their mobiles, the excitement and engagement increase when it is game time. There is a distinct surge in activity in the second half of the day, especially around match hours.

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! 2.6x higher engagement on video during the cricket season on the smart lock screen

Source: Glance Advertising Platform Insights, 2023



How marketers can win this game:

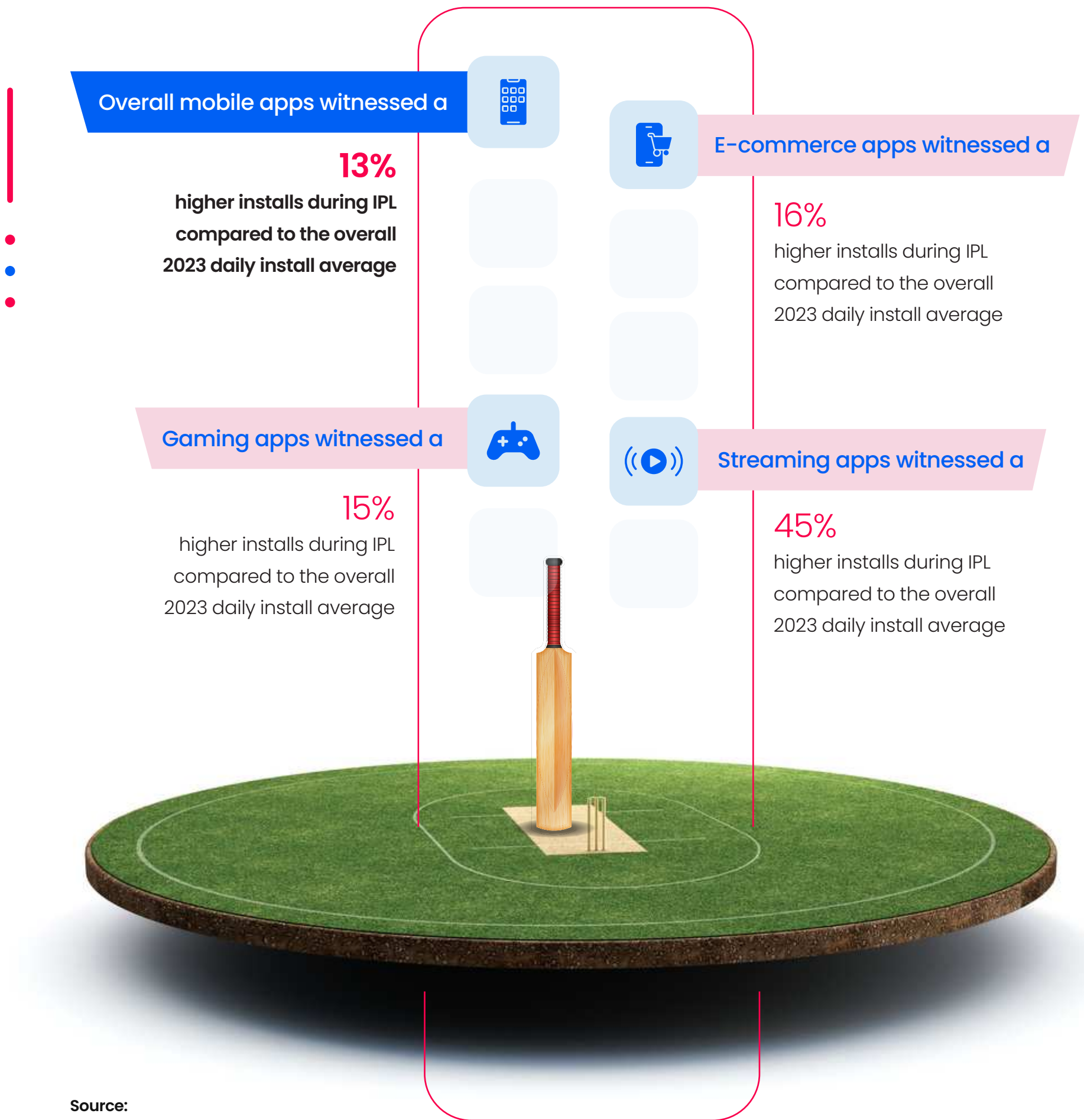
Let your brand offer quips around cricket or deliver match-related content while seamlessly integrating your offerings. For example, **Jio Cinema** offered a glimpse of India's favorite cricket tournament on over 200 million smart lock screens in India, bringing it to the very first mobile touchpoint.

App Innings: Popularity and Usage During the Cricket Season



Consumers are highly likely to interact with brands that resonate with them during the IPL and download their apps. Let us look at how installs, session lengths, and retention increased during IPL 2023, and which verticals saw the greatest numbers.

During the 2023 IPL Season...



Source:
Adjust Data, 2023
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How marketers can win this game:

Capitalize on high intent, such as the times when people are looking to order food on match nights or download a streaming app to watch the game. Drive seamless one-tap installs without any distractions – directly on the smart lock screen. Let consumers get your app without having to unlock the phone or visit the Play Store, where there could be drop-offs.

Surging App Session Lengths

- The average session length on apps during the IPL was **24.04** minutes whereas the yearly average was 23.52 minutes.
- Streaming naturally saw the longest sessions considering the matches, with the average session length having increased from 20.24 minutes to **32.48** minutes.
- News apps also had engaged cricket fans. The session lengths on news apps increased from 8.62 minutes to **9.63** minutes during the IPL.
- It is interesting to note that, although other categories saw a slight dip, people still spent time on these apps despite having tuned into matches.



Session App Lengths: 2023 Average vs IPL 2023 (India)



Source: Adjust Data, 2023



How marketers can win this game:

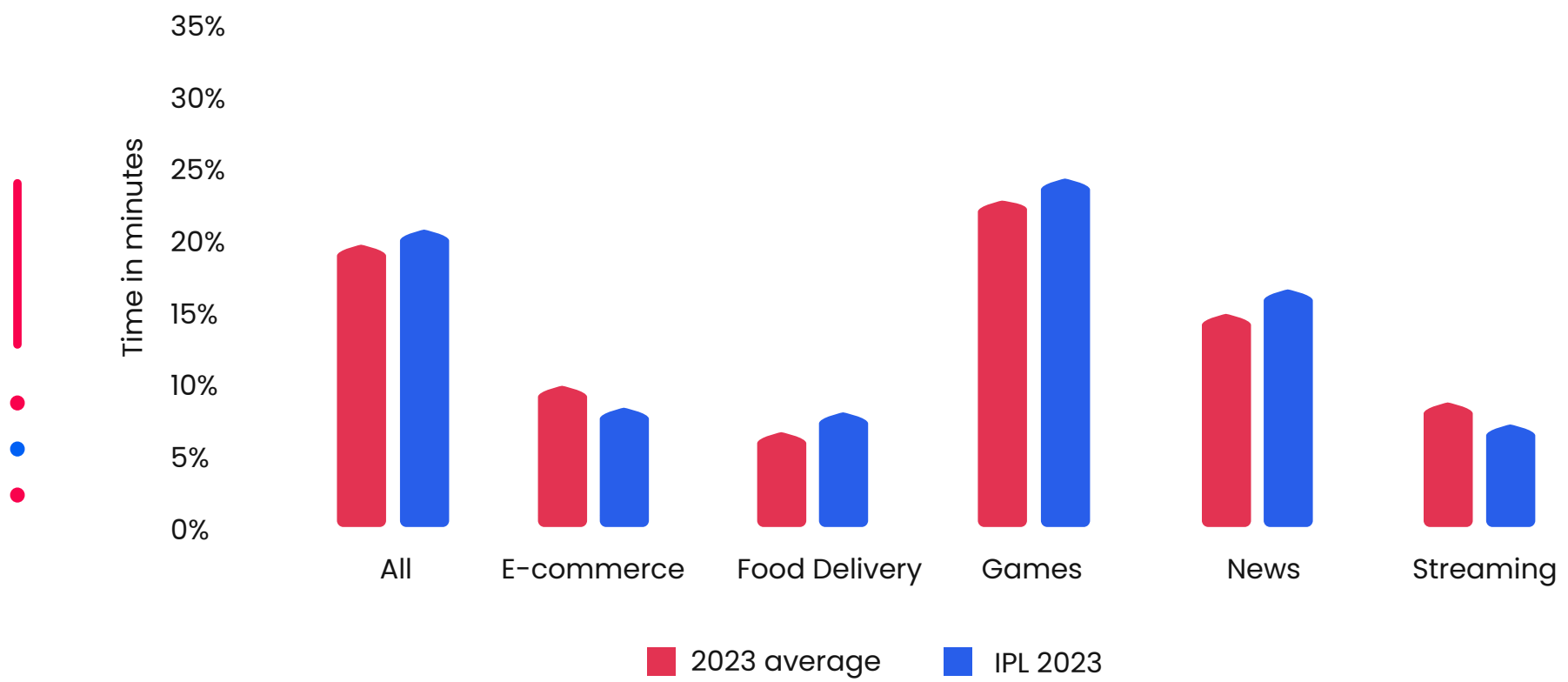
Switch from traditional display banners to seamless content-first experiences. Offer glimpses of your offerings on the smart lock screen. Lead new users to install and explore, and existing users to rediscover and re-engage.

Rising Retention

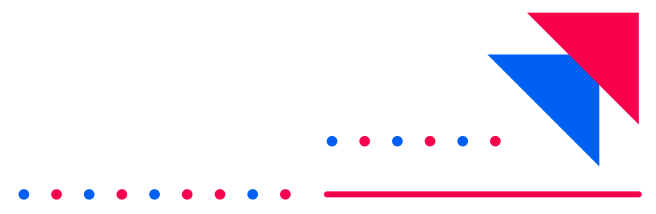
- Retention rates rose from the yearly average of 20%, up to **20.5%** during the IPL.
- Events that cause a jump in app installs and sessions usually lead to a drop-off in retention, but news, food delivery, and games saw increased retention. This highlights the role of the mobile as a second screen in the lives of cricket fans.
- Games saw the most increase, up three percentage points from 21% to **24%**.



Day 1 Retention Rates: 2023 Average vs IPL 2023 (India)



Source: Adjust Data, 2023



How marketers can win this game:

Identify the right metrics and pay attention to the performance and impact of creatives on each platform, even outside of the cricket season. This is a lesson we learned from [Games2win](#) as they saw tremendous success when they strategically built a user acquisition model to prepare for growth in game monetization. This dedicated approach to mobile measurement and attribution increased their **average revenue per user by 40%**.

Perfecting the Delivery



Now that you are equipped with insights into how Indian cricket enthusiasts consume content and interact with their mobile phones, let us see how you can effectively connect with them.

There are two elements that go into this:

#1 - Context: Consumers look for different things before, during, and after matches. They are also in different states of mind at these different times. Therefore, it is important to consider this when you are reaching them.

#2 - Content: The way you present your brand to cricket fans will determine whether you will catch their eye. Creatives and communication must be compelling and yet seamlessly integrate into their cricket season experience.

Now, we dive deeper into these two elements.

Context: Spinning App Download Strategies for Before, During, and After Matches

1 Pre-match

Build excitement before matches with special offers or product promotions around the match that are likely to result in an instant install.

2 During the match

Identify trending topics and create real-time content as you promote your app while leveraging the enthusiasm around the event.

3 During timeouts

Make the most of breaks in the action to promote your app in an immersive way and encourage participation.

4 Post-match

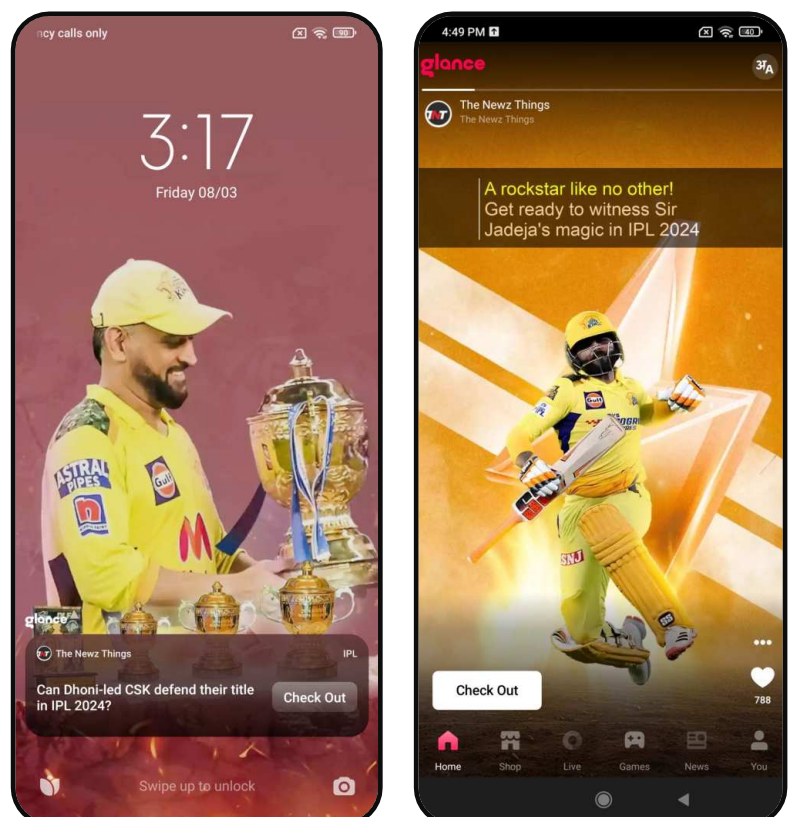
Promote your app in a smart way by addressing the post-match mindset with a reference to match moments or highlights.

This can translate into various fun and fresh ways to become a part of cricket moments on the first mobile touchpoint.

Content: Ideas to Join Match Moments on the Smart Lock Screen

Drive app installs and engagement on the smart lock screen

Be where cricket fans are and offer a native experience that drives effortless app downloads and opens



Establish an instant cricket connect visually to acquire new users

Change the game with a striking match-related visual that integrates your product into the experience

Lock screen

Lock screen feed



Drive instant app installs without consumers needing to unlock the phone or visit the Play Store

Lock screen

Lock screen feed



Drive instant app opens without consumers needing to unlock the phone

Offer helpful nudges to drive seamless app opens around match hours

Help consumers take action instantly with contextual nudges that fulfill a need

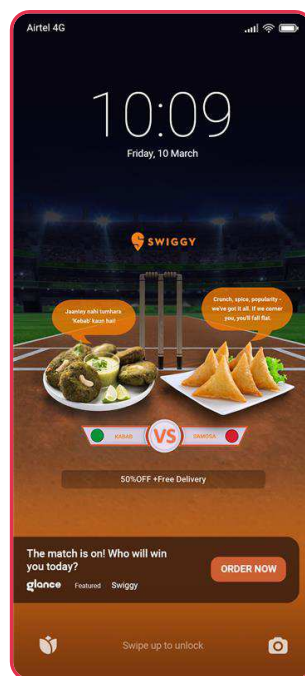


Leverage cricket moments with a single tap while remarketing your product

Connect with the cricket lover by referring to fun and relatable match moments and intelligently incorporating your product

Lock screen

Lock screen feed



Utilize content consumption and product affinity data to retarget users and encourage app opens

How marketers can win this game:

Bring cricket enthusiasts closer to what they love. Showcase your brand without disrupting their experience. American Tourister did this in 2023 with a live score API integration on the smart lock screen featuring an interactive unit. As people viewed the score, they could explore its bags in all colors. Featuring India's favorite cricketer and clever cricket and travel wordplay, the experience led to a 1.34x higher engagement compared to the industry benchmark.

The Round-up

Embracing emerging channels and leveraging match moments are the way forward for an exciting cricket season for your brand and your audience. Here are **6 key tips to help you score maximum success**:

Enable seamless installs on the very first mobile touchpoint

1

Enable discovery with a single tap to let fans get your app and their content before the unlock

3

Focus on data-driven decision-making by measuring success and observing usage trends

5**2**

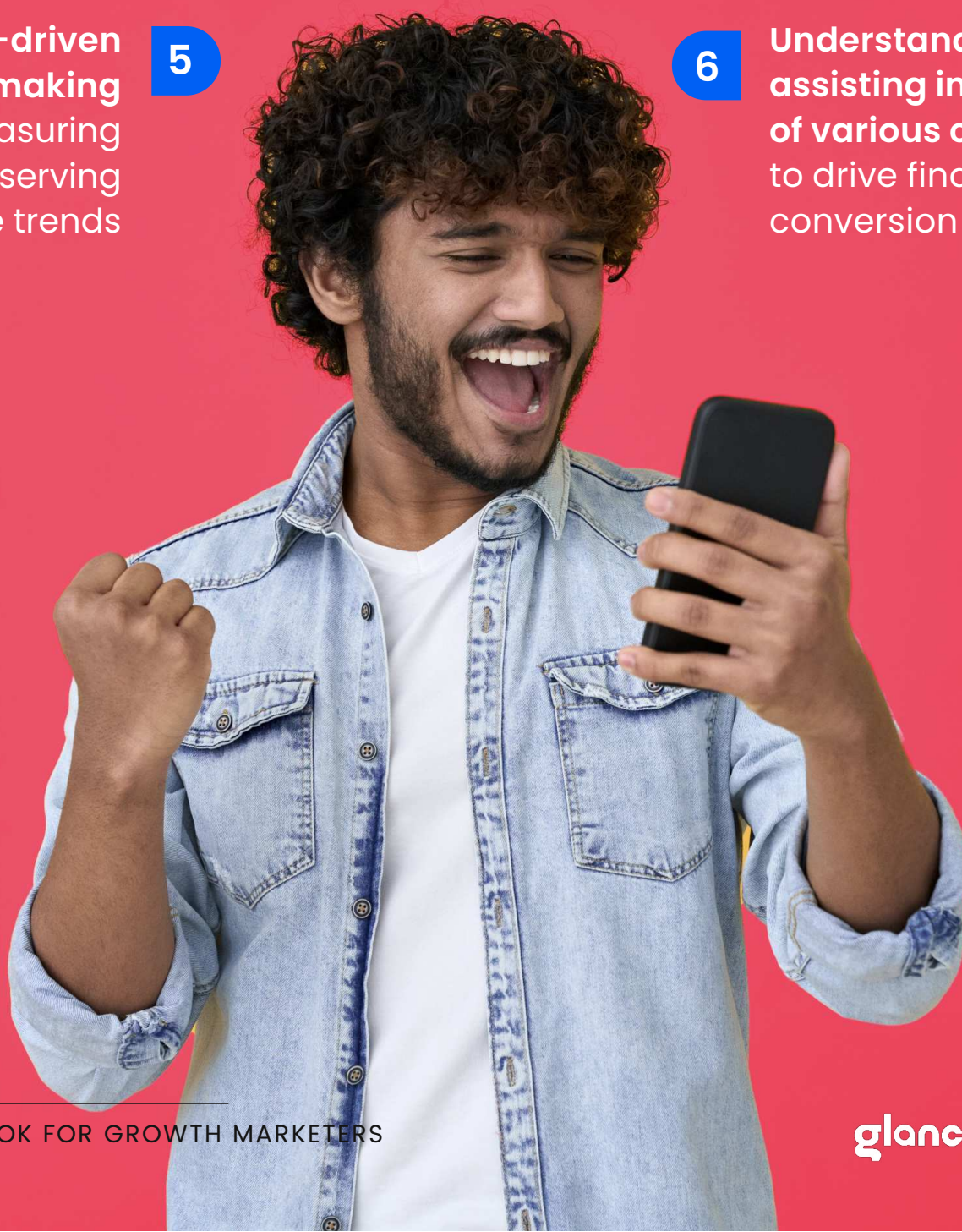
Tap into match moments to create intuitive experiences and re-engage consumers

4

Stay present and relevant throughout the cricket season

6

Understand the assisting influence of various channels to drive final conversion



About Glance

Founded in 2019, Glance is a consumer technology company that operates disruptive digital platforms including Glance, Roposo, and Nostra. Glance's 'smart lock screen' inspires consumers to make the most of every moment by surfacing relevant experiences without the need for searching and downloading apps. Glance Lock Screen is currently available on over 450 million smartphones worldwide. Roposo is a LIVE platform that is revolutionizing live experiences, through a unique, immersive, creator-led approach. Nostra is the largest gaming platform in India and Southeast Asia, offering gamers engaging ways to discover, play, watch, learn and compete. Headquartered in Singapore, Glance is an unconsolidated subsidiary of InMobi Group and is funded by Jio Platforms, Google, and Mithril Capital. For more information visit glance.com, roposo.com and nostra.gg.

About Adjust

Adjust an AppLovin (NASDAQ: APP) company, is trusted by marketers around the world to measure and grow their apps across platforms, from mobile to CTV and beyond. Adjust works with companies at every stage of the app marketing journey, from fast-growing digital brands to brick-and-mortar companies launching their first apps. Adjust's powerful measurement and analytics solutions provide visibility, insights and essential tools that drive better results.

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