

About Noon

Noon is a complete online learning platform teaching 16 million students worldwide. Their comprehensive learning programs and empowered faculty enable students to ace the exams and achieve their dreams. Mastering essential concepts through live interactive classes and gamified peer learning features, Noon Academy encourages social learning, fostering the collective growth of students.

The Highlights

70%

of signed up users upgraded to Active Users

13%

of Active users were Engaged Users



"As a leading EdTech player in Pakistan, we intended to nudge active users and convert them to engaged (activated) users. InMobi became our largest Programmatic partner in this endeavor and given the success, we are looking for more associations with InMobi and its team."



Umair Babar Chishty
General Manager, Noon Pakistan

The Brand Objective

As a leading EdTech platform, Noon Pakistan aimed to double down on delivering organized and planned learning programs to students on its app. The brand intended to nudge students to install the app, sign up, and become active (new) users – users who join a group or live session after signing up. Further, the brand intended to convert these new users to engaged users, who would typically spend over 30 minutes on the app, attending live sessions. In this regard, the brand needed a partner who would not only drive acquisitions at scale but also strengthen the overall quality of acquired users in Pakistan with precision targeting, meaningful communication and optimization.



The Solution

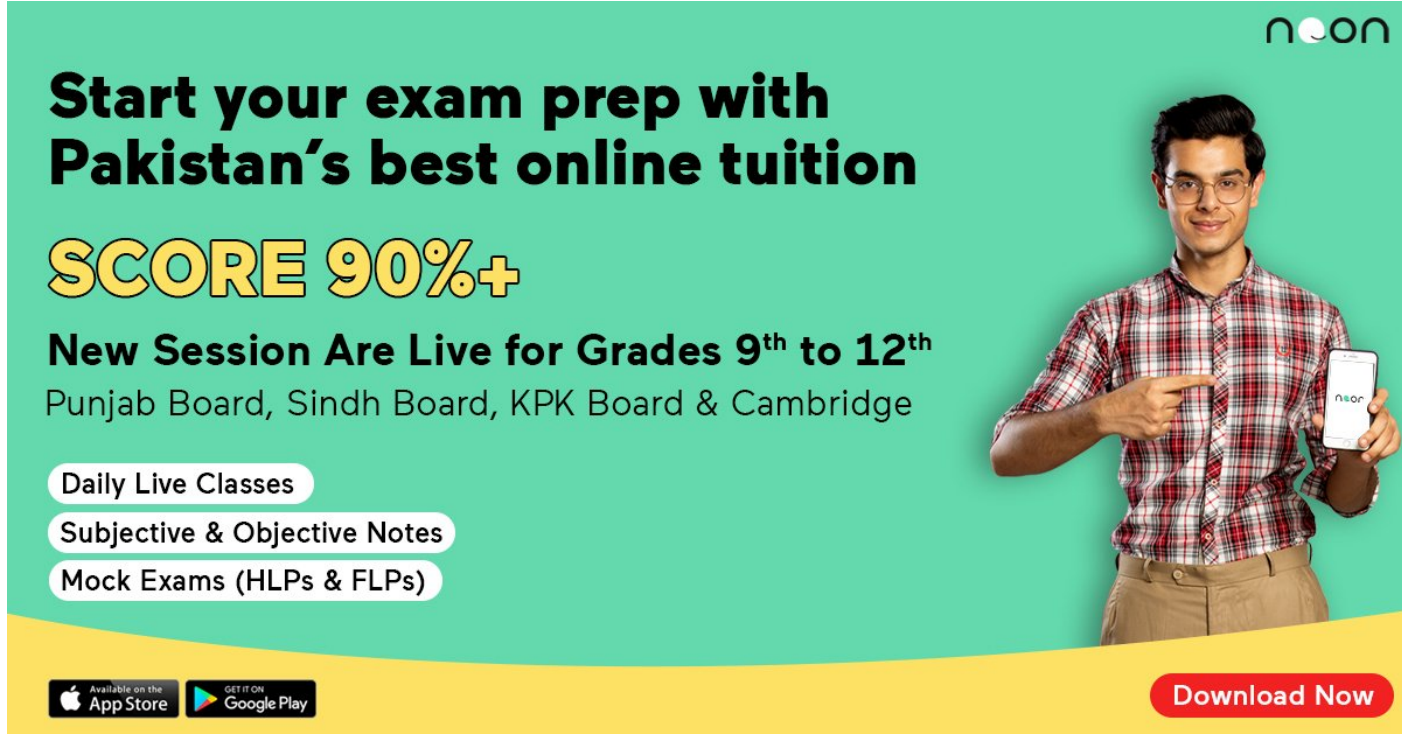
The brand partnered with InMobi to scale acquisitions on mobile and further maximize the number of engaged users.

Reaching the Right Audience

It was paramount for the brand to reach out to the right students and parents in Pakistan. The brand leveraged InMobi Audiences and learned that students in Pakistan are also ardent gamers and use various learning apps to keep up with the pace of online education. Hence, Noon Academy identified over 13.5 million gaming enthusiasts in Pakistan. Noon also identified smartphone users who are education, news, and learning app users as their target segment. Based on location intelligence, the brand zeroed in on the prime cities of Pakistan Punjab, Sindh, and Khyber Pakhtunkhwa (KP) as the regions with the highest student traffic and accurately targeted them.

Driving Engagement with Thoughtful Communication

The brand leveraged InMobi's state-of-the-art creatives to drive meaningful communication at different touchpoints of the consumer journey. Firstly, to drive app installs, the brand delivered a thoughtful message for students to aim high with a '90%+ score', followed by the CTA 'Download Now.'



The probability of students signing up for classes or live sessions is higher when they are offered free access. Banking on this reality, the brand delivered a full-screen banner and interstitial experience for the students to 'access free learning from Pakistan's best teaching faculty.' The brand also emphasized how over '1 million students' study in live classes on Noon' to build trust via social proof. These initiatives ensured that consistent communication was delivered at the right time to the right to successfully acquire and nurture an engaged user.



Creative Experience 1



Creative Experience 2

The Results

The precise targeting, relevant messaging, and creative excellence ensured the seamless progression of an app installer into an engaged user. As a result, InMobi is the largest Programmatic partner that drives quality user acquisitions for the brand.

