



ASIA

## Paytm First Games Wins the Hearts of Fantasy Gamers with Glance



Industry  
Gaming

Solution  
Identifying Target Audience, Engaging with Customers, Acquiring New Users

### About Paytm First Games

First Games powered by Paytm is India's best gaming app that offers a wide array of games such as fantasy sports, rummy, horse racing, and more! Playing your favourite games on First Games app also provides gamers like you with an exciting opportunity to win up to 10 crores daily. This app brings gaming to life and provides a gaming experience of the highest order.

### The Highlights

**500k+**

installs driven in less than 3 months\*

**~2.7x**

higher install to deposit ratio



"IPL is undoubtedly one of the biggest cricketing events across the globe and with IPL 2021, it was highly crucial for Paytm to capture the attention of fantasy gamers across the nation. Glance turned out to be a highly innovative, transparent, and impactful acquisition channel for their app install campaigns. The platform's incredible reach and its unique one-click install feature have helped Paytm First Games drive strong growth."



Ankit Grover  
Director, Digital Native, InMobi

### The Objective

As India's homegrown gaming platform, Paytm First Games aims to get the sports fans closer to the action with fantasy sports based on cricket, football, kabaddi and basketball. It aims to give fans the opportunity to don their thinking hats and experience the thrill of making the correct choices and getting their teams to win. Ahead of the 2020 India Premier League (IPL), Paytm First Games signed cricketing legend Sachin Tendulkar as its brand ambassador. With the God of Cricket as the face of their brand, Paytm First Games intended to maximize awareness and user acquisition during the 2021 IPL season.



### The Solution

Paytm First Games partnered with Glance to achieve their user acquisition goals of driving high-quality installs. The brand leveraged Glance's reach of over 120 million smartphone users across India and its one-click install feature to acquire new users. The average Glance user spends almost 23 minutes on the platform daily. The campaign ran from March to May 2021.\*\*\*

### High-Impact Lock Screen Creative

Interspersed with the personalized newsfeed of Glance users, the campaign creative were designed to provide a rich, full-screen brand experience on their primary device's lock screen. With Sachin and the prize money prominently placed across all creative, the campaign managed to capture the attention and intent of prospective fantasy gamers. And, every time a user wished to download the app, the one-click install feature (OCI) on Glance enabled them to directly download it on their phone without the hassle of going to a website or the play/app store. The creative were refreshed every 4-5 days.



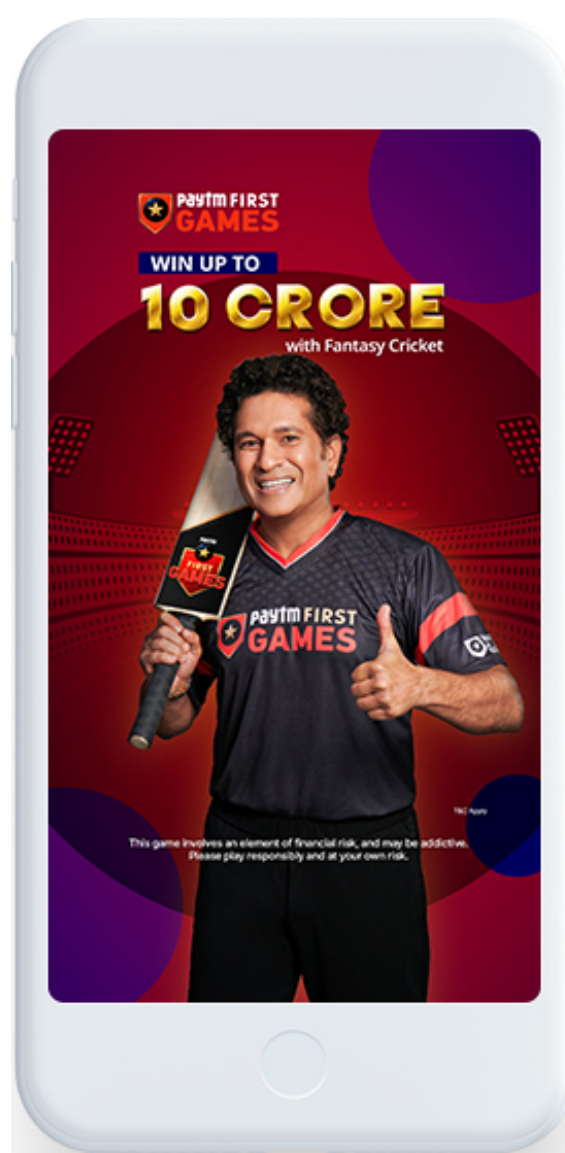
### Optimizations that Delivered Results

The InMobi team deployed a number of innovative optimization strategies to deliver on the acquisition goals.

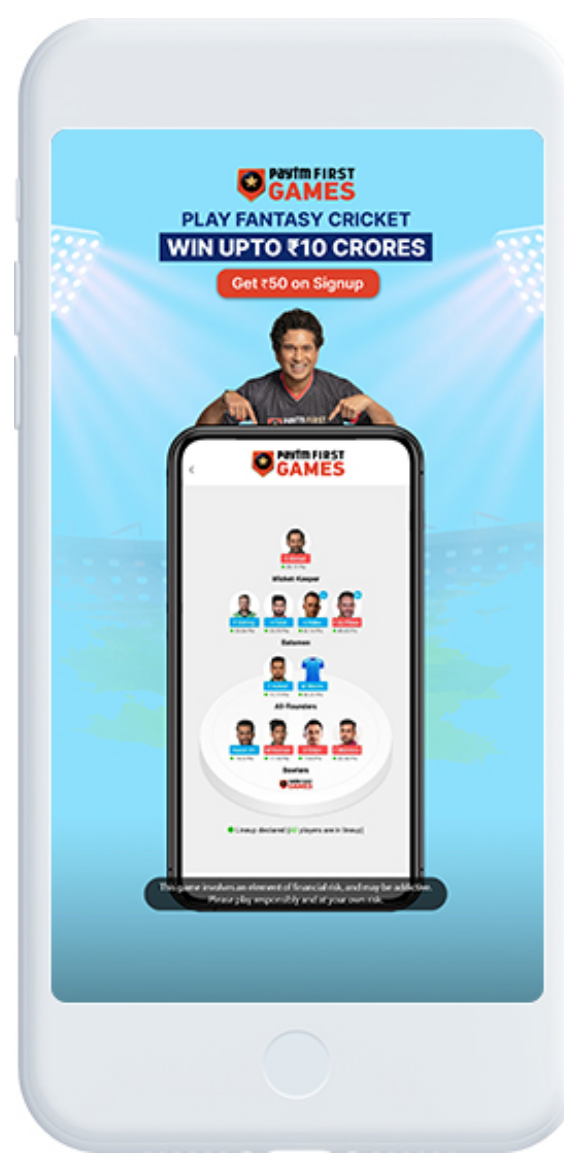
1. The high-impact lock screen creative were delivered to Glance users from 8 am to 10 pm during doubleheaders (back to back games in a day) to maximize reach and conversions, with an increase in frequency 2-3 hours before a match.
2. Users who had registered just before a match were retargeted during match time to nudge them towards increasing their investments and maximizing their wins.
3. Through appographic targeting, the brand targeted Glance users who had competitor apps, resulting in an excellent install to purchase rate.
4. The InMobi team constantly ran geo-, day-, and time-based optimizations and leveraged a variety of audience segments to enhance the quality of user acquisition.
5. The campaign deployed deep links to enhance the registrations by 22% and investments by 66%.



Creative 1



Creative 2



Creative 3

## The Results

Paytm First Games achieved its goal of acquiring high-quality users through the Glance platform.

