

Qanda Leverages In-app Advertising to Feature Among Top Ranked Maths App

Qanda is the one-stop solution for all Math & Science problems. The app helps instantly search solutions in 5 seconds by just snapping a photo of the problem you need to solve.

Take a photo of a problem
you want to solve.



Highlights



인모비는 콰다 일본마켓의 좋은 nCPA 파트너사이며, 다른 매체들보다 인모비 nCPA 퀄리티에 만족하고 있습니다. 또한 콰다가 향후 한국, 대만, 인도, 인도네시아 등 글로벌 확장을 고려할때 다시한번 인모비와 협업을 고려하고 있습니다”

Qanda 콰다



InMobi is a trustable partner for us in JP, and we are happy to consider InMobi as a nCPA partner again in the future endeavors”

Qanda Team





The Brand Objective

Edutech player, Qanda aimed to leverage in-app advertising to:

1. Target and acquire high intent users to download and register on the app.
2. Become the top-rated app on Google Play Store and iOS Appstore while maintaining user quality.

The Solution



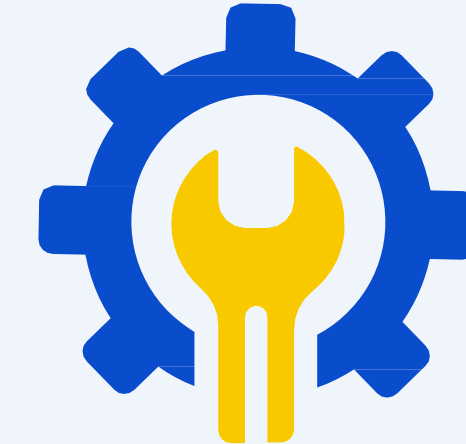
InMobi devised a selective data driven strategy to acquire prospective Qanda users and targeted more on audiences having interactions with the app.



InMobi curated personalized strategies to acquire users in Japan with high LTV using selective supply, monitoring the fraud activities regularly.

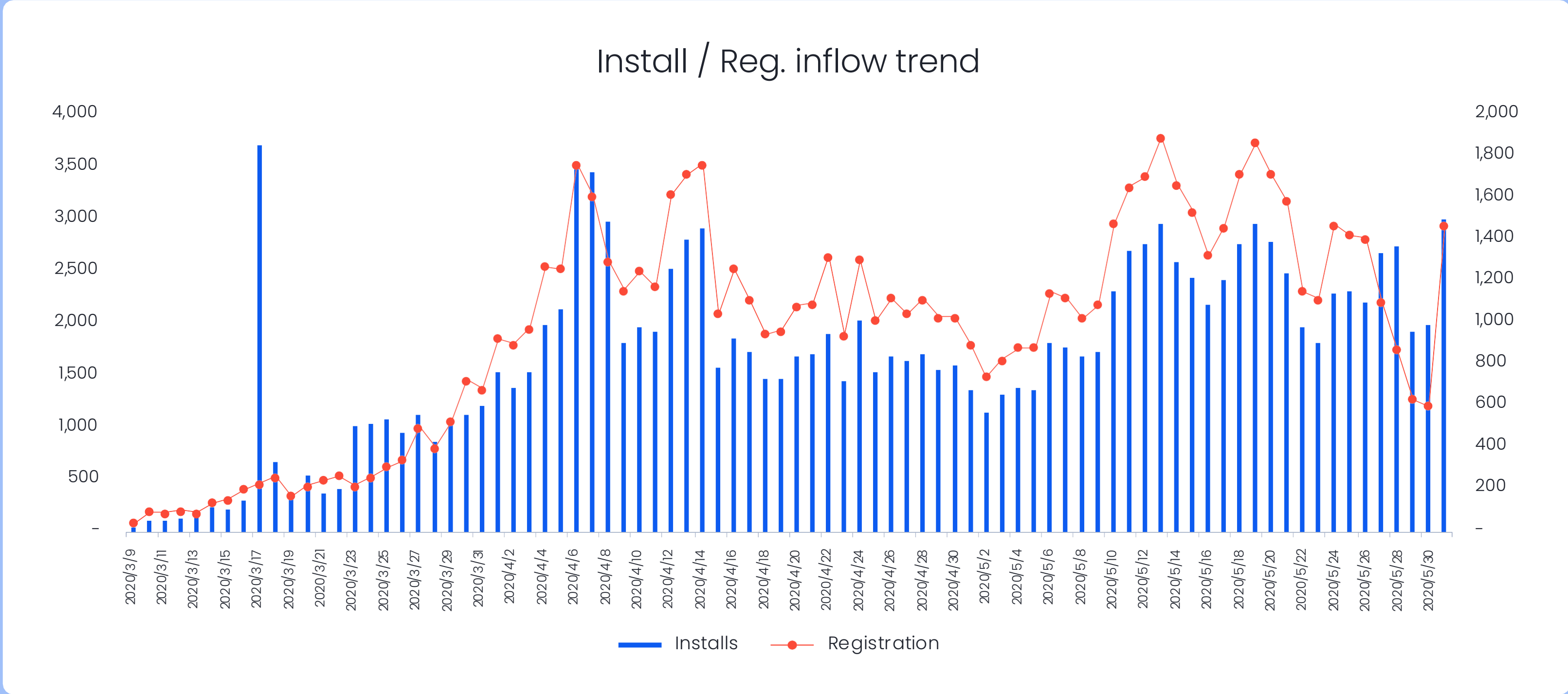


Regular interaction between sales team and Qanda team to constantly check and align on the outcomes desired.



Optimizing campaign execution ensured better results in terms of reach, app installs and registrations.

The Solution





The Results

#3

on App Store

#3

on Play Store

>150K

installs driven

HIGH USER LTV

by driving Registrations