

CASE STUDY

IPL T20 iPhone app

CLIENT

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DCI Mobile Studios is the mobile application development division of Dot Com Infoway.

Dot Com Infoway is a top-ranking custom software development and mobile development company in India, dedicated to creating unique IT solutions resulting in tremendous business results. Dot Com Infoway is a proud Microsoft Gold Certified Partner and has vast competencies in Custom Development and Data Management Solutions. DCI is an expert in custom applications which includes content management systems, e-commerce or online shopping solutions, social networking sites, and mobile application development including Android, iPhone, Blackberry, Symbian, Palm Pre, and Windows Mobile. Dot Com Infoway takes the pride in being one of the most cutting edge software development companies in India. On the Web front, DCI develops state-of-art web sites and web applications by considering the latest development trends and providing ingenious solutions to unique challenges.

CHALLENGES

Cricket:

Cricket is a bat-and-ball team sport that is first documented as being played in southern England in the 16th century. By the end of the 18th century, cricket had developed to the point where it had become the national sport of England. The expansion of the British Empire led to cricket being played overseas and by the mid-19th century the first international matches were being held. Cricket is watched by a billion viewers worldwide and it is the biggest sport in India.

IPL:

The Indian Premier League (often abbreviated as IPL), is a Twenty20 cricket competition initiated by the Board of Control for Cricket in India (BCCI) headquartered in Mumbai. It presently includes 8 teams (franchises) consisting of players from different countries. It was started after an altercation between the BCCI and the Indian Cricket League. Now it is on par with the biggest Leagues of the world in terms of valuation.

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IPL T20 App:

Its the time where the "IPL" fever has just started to spread in the minds of every cricket lovers, its an universal truth that how much "Cricket" means to each and every Indian cricket fans. We took up the challenge of rejoicing every cricket enthusiasts by bringing the live happenings in the IPL 2010 to their palm, with the help of an official IPL iPhone app - "The Official Indian Premier League – IPL T20 app".

The objective is to promote the DCI Mobile Studios new iPhone app "The Official Indian Premier League – IPL T20 app", which is dedicated to the Cricket Fans across the globe for the iPhone and iPod Touch devices. The primary target is to increase the number of downloads and achieve top rankings in the Sports Category in iTunes Stores.

There were already several similar applications available in the market at free of cost, besides which the company wanted to pull more number of users and also to hit top rankings for the app in the sports category in the iTunes Store.

SOLUTION

Dot Com Infoway analyzed the popularity of the app, download stats and its current rankings in the sports category in iTunes Store before adopting suggestions to the client. After having numerous discussions, to cope up with the brand image that has been created about the app our app marketing experts came up with an app marketing strategic plans to improve the downloads and app presence in the app store.

MARKETING CAMPAIGN

An awareness and buzz about the app has been created around the globe when the app was initially launched in a way even the chairman of Indian Premier League has tweeted about it in his official Twitter account as follows:

- IPL App Launched
- Download Link

To start up with the promotional process an intensive review of the application has been accomplished analyzing both the usability and functionality factors of the application. Effective promotional strategies have been framed to increase the app downloads, online presence and branding.

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As there were quite a high number of identical applications providing similar services are available in the AppStore, we implemented some diverse methodologies to determine the direct competitors and their promotional methods. We then implemented some alternate and similar strategies that is proportional to our competitor's techniques which helped us to overtake our competitors in all metrics.

In the Appstore optimization process we performed the following specific tasks such as an app description optimization, keyword research & implementation, screenshot selection, video preparation. Following this, we conducted a massive Press release campaign focusing leading online technology sites and mainstream media, so as to spread message across various media and in additional social channels, all our press coverage was followed with some social media buzz generation activities. We ensured that the application reached out to various app experts, reviewers and developers and generated reviews from them, thereby it has become possible to increase both the visibility and downloads with in a short time span.

RESULT

- IPL T20 got wide range of coverage by some familiar websites such as iPhone Help, Apple Repo and dozens of others.
- The number of downloads got increased after our effective marketing campaign.
- The app has been featured as Top grossing and Top paid app in Indian app store.
- The app has reached the top rankings in major countries at sports category as you can see in the below table.

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S.NO	Country	Ranking in sports category
1	India	#1
2	Sri Lanka	#1
3	Pakistan	#1
4	Qatar	#2
5	South Africa	#3
6	Singapore	#7
7	UAE	#10
8	Australia	#21
9	UK	#22
10	Czech	#52
11	Kuwait	#58
12	Hong kong	#65
13	Ireland	#79
14	China	#83
15	USA	#94