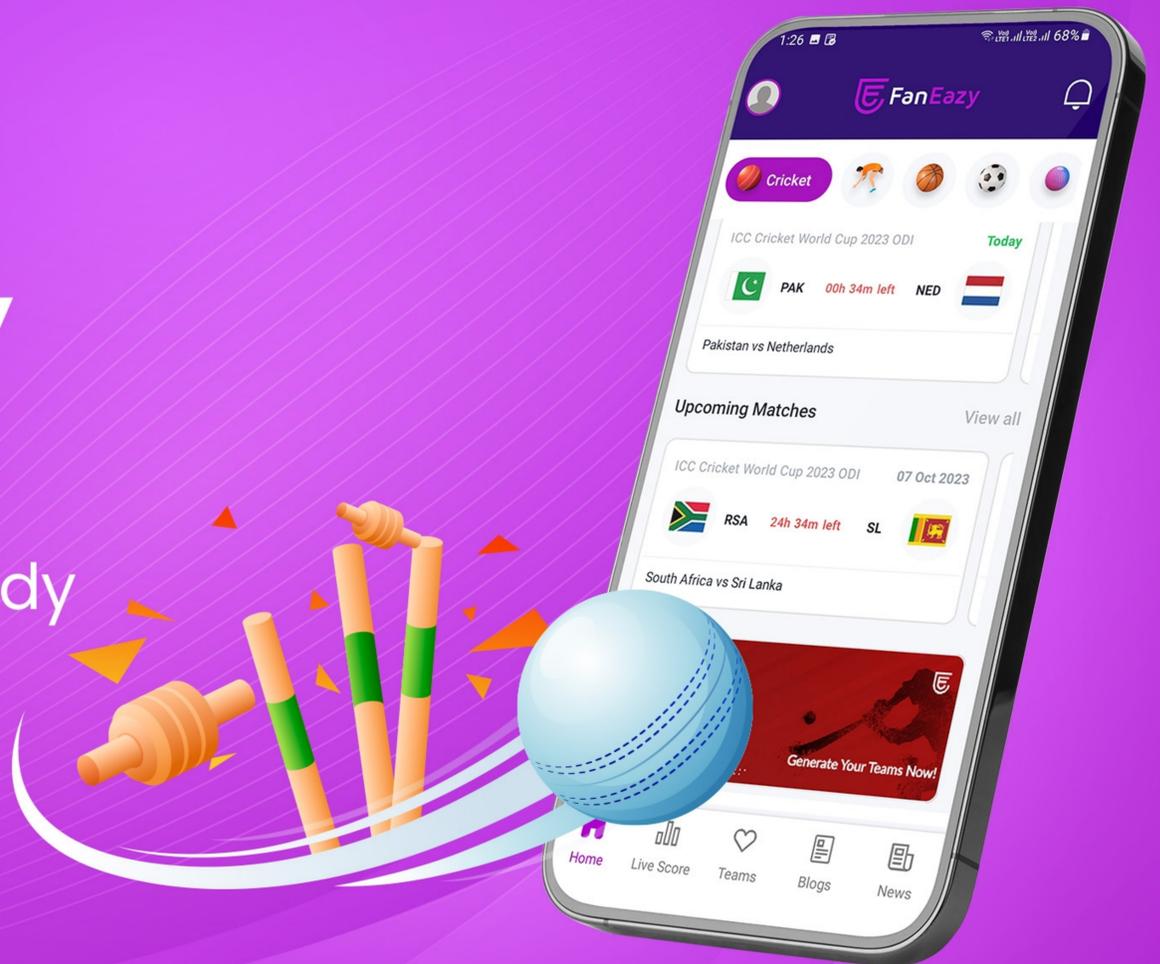


FanEazy

Fantasy Team Builder App Marketing Case Study



INTRODUCTION

FanEazy, an AI-based fantasy sports team-building app, empowers users with comprehensive insights and analytics for creating winning teams. Offering historical player encounters, detailed statistics, and AI assistance, FanEazy ensures strategic decision-making for an elevated fantasy sports experience.

CHALLENGES

Brand Establishment in Indian Market: As a new entrant, FanEazy aimed to establish its brand presence in the competitive Indian market.

Diverse User Acquisition: Faced the challenge of acquiring users through various channels, including organic, email campaigns, social media, and paid campaigns.

Comprehensive Marketing Strategy: Needed a comprehensive strategy to boost visibility and expand the user base, involving KPI-based and events-based conversion campaigns, detailed reporting, ASO optimization, keyword analysis, and optimized campaigns.

COMPREHENSIVE APP MARKETING SOLUTION:

Social Media Promotions:

- Leveraged social media for strategic promotions to enhance brand visibility.

ASO Optimization:

- Implemented App Store Optimization (ASO) to improve FanEazy's visibility on app platforms.

User Engagement Initiatives:

- Introduced engaging contests, personalized content, and targeted paid campaigns to boost user engagement.

REMARKABLE OUTCOMES:

15,000+ Installs in 2 Months:

- Executed a holistic marketing strategy resulting in over 15,000 installs within just 2 months.

Low Cost Per Install (CPI):

- Achieved a low Cost Per Install (CPI) through effective Google Play Store and social media campaigns.

Heightened User Engagement:

- Engaging contests, personalized content, and targeted campaigns contributed to heightened user engagement.

Comprehensive Brand Visibility:

- Successfully established FanEazy's brand presence in the Indian market through a well-rounded marketing effort.

Successful User Acquisition Channels:

- Implemented diverse user acquisition channels, including organic, email campaigns, social media, and paid campaigns.

Strategic Decision-Making:

- The combination of advanced analytics and AI assistance empowered users to make strategic decisions, enhancing their fantasy sports strategy.