

Case Study

# ABP LIVE NEWS



## History Witnessed Itself

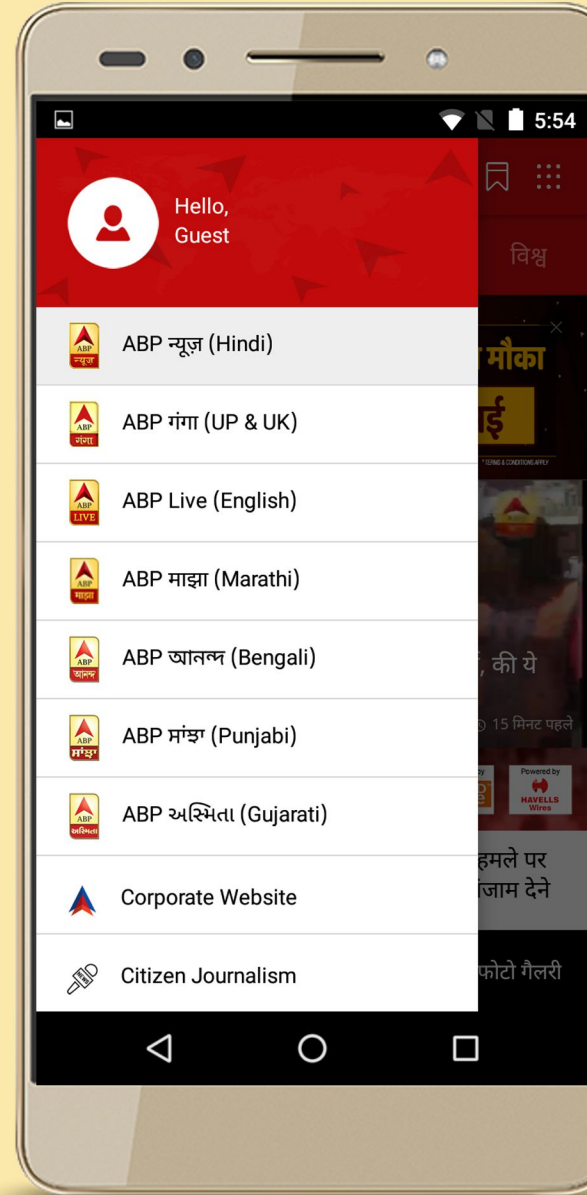
Single Day **25x** Spike  
in App Installs



## BACKGROUND

ABP News Network Pvt. Ltd. (ANN) is making a steady boom in India. The official app of ABP Live News brings the public with the recent happenings and events, globally in different languages such as: ABP न्यूज़ (Hindi), ABP गंगा (UP & UK) ABP Live (English), ABP माझा (Marathi), ABP বাঙালি (Bengali), ABP ਪੰਜਾਬੀ (Punjabi), ABP ગુજરાતી (Gujarati). Whereas, it brings breaking news in Hindi from India (इंडिया न्यूज़) and around the world (दुनिया न्यूज़).

The news, you can enjoy on-the-go. The ABP Live News App enables its users to watch all the recent highlights regardless of their location. Also, a user is assisted with a broader collection of high-quality news where nothing remains left that ABP Live News App does not cover.



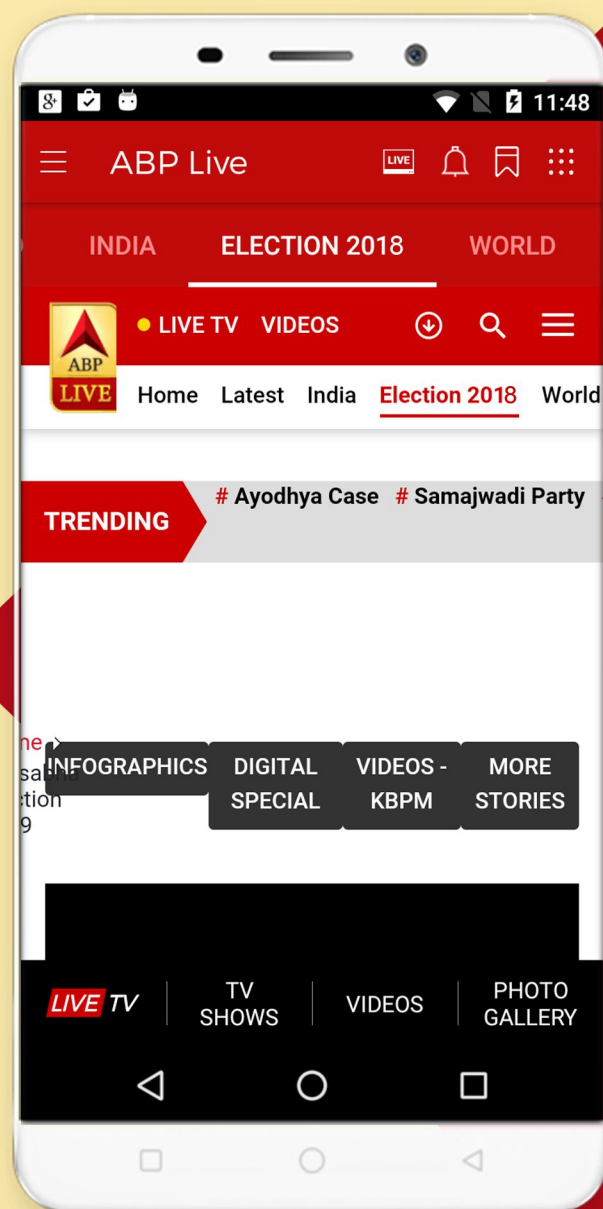
# CHALLENGES

ABP Live News App from ANN is perhaps one of the early movers on displaying content on a digital platform. All throughout their journey, they maintained their growth trajectory on digital format through steady user acquisition strategy. However, with time, it has come across with the imminent challenge to continue its growth and retain a leadership position in the market for that it wanted to take the help from the power of data, driven by the magic of analytics. It had assigned AdGyde to help them with figuring out the solutions for the following challenges it has been facing for long.

**Challenge 1:** On the certain occasion of national importance, it experiences a sudden traffic spike in the number of hits on its server with no glitches. Hence, it was looking for a mobile measurement tool which is reliable and can handle an unprecedented number of hits in a given day and ensure there shall be zero data loss.

**Challenge 2:** It wanted to understand from which location viz., City and State, the new users are coming from so that they can make a real-time decision on the ongoing marketing campaigns and optimize

**Challenge 3:** It wanted to track the session duration and average time spent by a user





# SOLUTION

Any significant breaking news can trigger unprecedented traffic spike leading to an increase in app installs and enhanced session timings. **AdGyde**, a highly scalable, robust and cost-effective mobile measurement tool was assigned to provide its solution to measure the deeper insights of the entire analytical gamut of the app and to ensure there should be zero data loss.

With AdGyde's various state of the art features, it empowered ANN in strategizing its marketing campaigns and overall product journey for its **ABP Live News App** more effectively.

ABP Live News App made the most of AdGyde's features out of which one was "Geolocation" tracking which helped them with real-time actionable analytics on location-based details to analyse which all state and city should be focussed more as the feature gives details of origination of new install user's location drilled down to state and city level. The "Average Session Duration" coupled with "Retention"/ "Returning User" trend, features of AdGyde precisely helped to address the challenges of user engagement and session time it hit pertaining to the cities from where the users were originated.

The above features helped ABP Live News App in maintaining a steady user acquisition campaign strategy with a core focus on top 10 cities which drove the maximum app install growth and engagement time with the app. Thus, it helped in measuring the overall effectiveness of the app in terms of user engagement being derived out of the average session time and session count it was hitting in a given period. Moreover, AdGyde helped ABP Live News App with measuring real-time user insights to devise better marketing strategy by optimizing campaigns on-the-go and channelizing its resources more effectively for better user engagement with the app.



# IMPACT

On an eventful day of **11th December 2018**, which coincided with the day of Indian Assembly Election result declaration for 5 states, ABP Live News App experienced unprecedented traffic hits on its server due to a sudden spike in app install numbers coupled with increased user sessions. AdGyde successfully tracked single day **New User Install count** with a spike of **25x** of average daily traffic in Q4 2018. It successfully tracked **0.75MN app installs, 21 MN user sessions, 2 MN active users** on **ABP Live News App** on the single given day and sustained this growth with zero data loss.

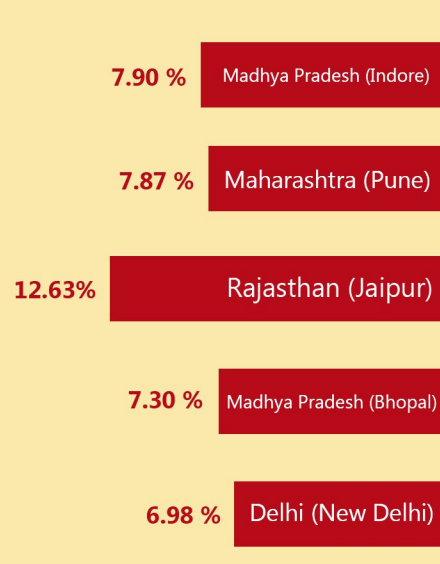
**0.75**MN  
App Installs

**21**MN  
User Sessions

**2**MN  
Active Users

The CEO of **ABP News Network, Mr. Avinash Pandey** said that “As per the data provided by **AdGyde**, ABP News App being downloaded for **7.5 lakh times** on the counting day is a testament of ANN being the most preferred source of news and information for viewers. Counting day holds great significance for Indian viewers, as it was the D-Day for contesting political parties and alliances. ABP News App achieved this feat by providing the viewers with engaging and detailed information of the results. We are working hard to continue with this feat, keeping in mind the upcoming **General Election 2019.**” (Source: AdGully)

ABP Live News App witnessed this record-breaking single day **0.75MN installs** which by and far created a new record for any News category app in India. However, India being the most prominent market, the percentage split from the top five states/cities which drove the maximum organic installs and recorded the highest sessions time. Interestingly, these cities have been focussing so far as part of its user acquisition strategy based on the analytics provided by AdGyde earlier.



**ANN** extended its digital presence in a highly scalable manner via which it has gained a significant increase of the viewer base in the cities chosen for the campaign. Therefore, the Noida-headquartered platform **AdGyde** has successfully seized both the challenges and opportunities represented by the digital age, helping its client to achieve their goals with a help of its support team, technical team and featured **ABP Live News App** amid the users that have left a strong impression amongst its viewers.

## ACHIEVEMENTS

- ✓ **AdGyde Mobile Measurement Tool** ensured a smoother experience to ABP Live News App during the incidence of national importance like elections.
- ✓ Embellished analytics assisted ABP Live News App in identifying which cities it should focus to drive an optimized and effective campaign strategy.
- ✓ Successfully handled unprecedented traffic spikes with zero data loss and success rates as well.



A real-time mobile measurement tool assists the App Marketers in optimizing their ad campaigns that aim to drive the best value for their ad spend. Also, its analytical solution measures the attributed mobile app installs being acquired through both Non-Organic and Organic networks with features like Deep Linking, Retention, Fraud Install Detection, Session Tracking, User Flow and a lot more with a help of it's simple and easy to integrate SDK.