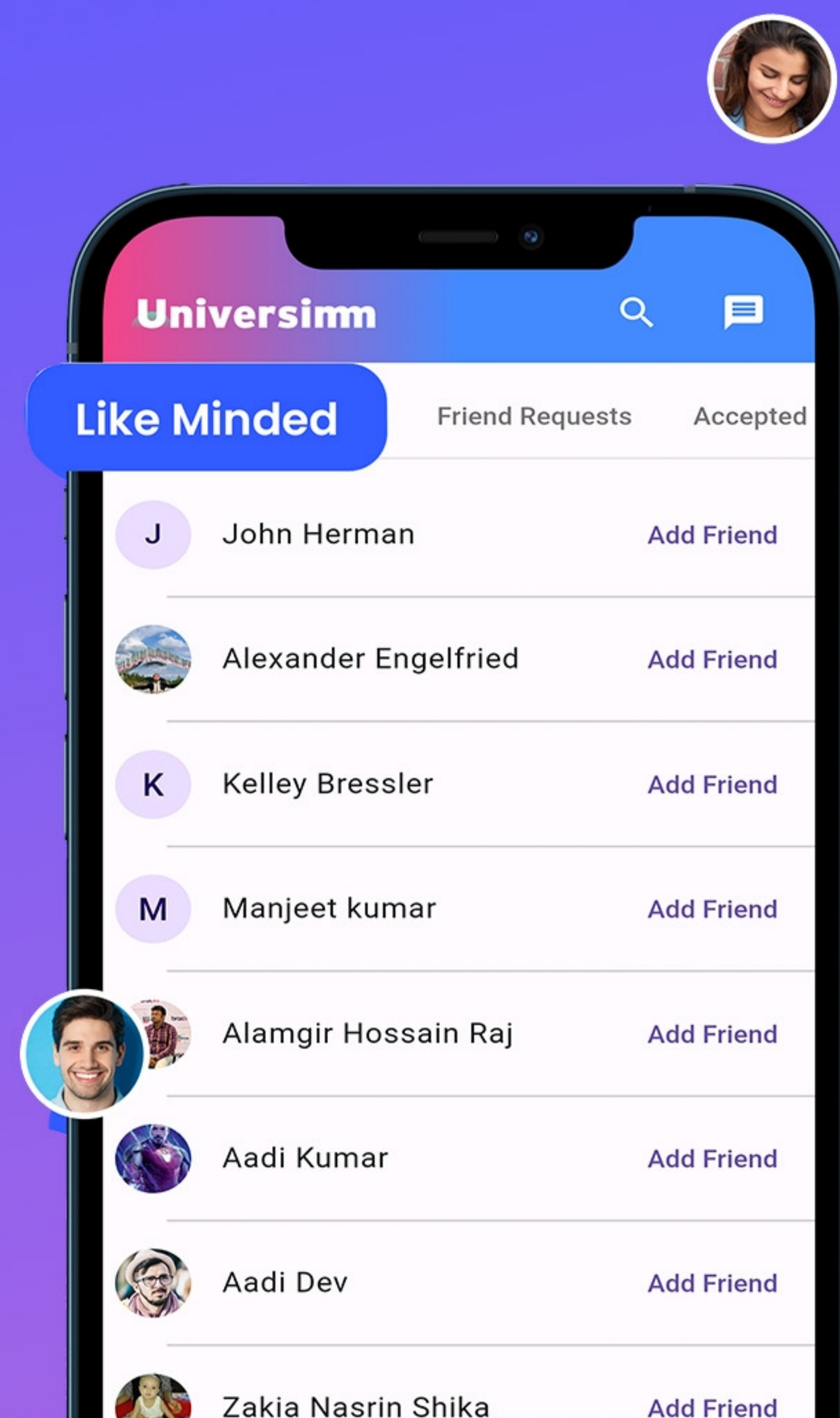


Universimm

Mobile App Marketing Case Study



INTRODUCTION

Universimm is an innovative social networking app that bridges the gap between individuality and community by focusing on interest-based connections. With features like selecting categories and subcategories and posting locally or globally, Universimm aims to provide a unique, meaningful user experience. Launched to cater to a broad audience of passionate individuals, the app faced the challenge of standing out in a saturated social media market dominated by giants like Facebook and Instagram.

CHALLENGES:

- **Competitive Market:**
Competing against well-established platforms with large user bases.
- **User Awareness:**
Educating users about the app's unique interest-based structure and features.
- **Retention Issues:**
Encouraging users to actively post, create stories, and engage consistently.

- **Community Building:**

Creating diverse yet active and meaningful communities for niche interests.



COURSE OF ACTION:

- **Interest-Based Campaigns:**

- ▶ Targeted ad campaigns on Facebook, Instagram, and Google Ads, emphasizing Universimm's USP: "Connecting people through shared interests.
- ▶ Carousel and video ads showcasing app features like category and subcategory selection, story creation, and local/global posting options.

- **User-Generated Content (UGC):**

- ▶ Encouraged users to create posts and stories in their niche interests through giveaways and contests.
- ▶ A referral program incentivized users to invite friends to the app, increasing both downloads and community interaction

- **Localized Outreach:**

- ▶ Collaborated with local influencers and micro-communities to demonstrate the app's value for specific niches like sports fans, food lovers, and travelers.
- ▶ Ran localized campaigns targeting specific countries, showcasing the location-based posting feature.

- **Push Notifications & Email Campaigns:**

- ▶ Personalized push notifications urging users to explore categories, create posts, or invite friends.
- ▶ Email campaigns guide users through app features and benefits to improve engagement and retention.



RESULTS ACHIEVED:

- **Increased Downloads:**

Achieved over 10,000 downloads within the first quarter of targeted campaigns.

- **Improved Engagement:**

Posts and stories per user increased by 35%, with users actively engaging in niche communities.

- **Stronger Community Building:**

70% of users joined at least two niche communities within their selected categories.

- **Higher Retention Rates:**

Retention improved by 40% due to personalized notifications and targeted content.

- **Enhanced User Awareness:**

Positive feedback highlighted the unique value of connecting through interests and eliminating irrelevant content.