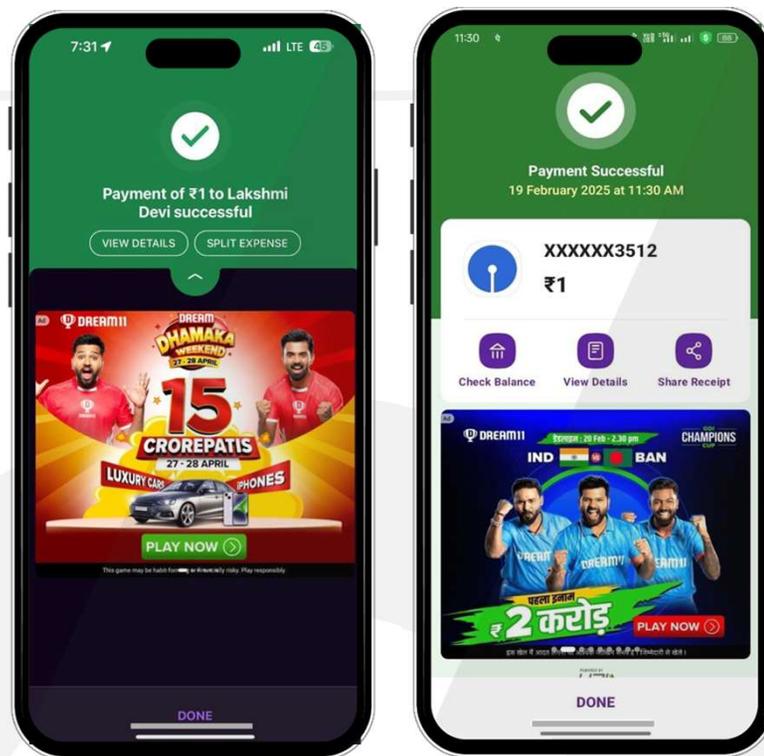


Success Story: Dream11

Objective Driving New User Acquisition + Reach during the IPL Season

Strategy

- Maximizing **high-scale visibility** during non-match hours to drive Dream11 App downloads & Installs
- Leverage **20Mn + Real Money Gaming Audience** to drive end-funnels



Results

- **200Mn + Unique users** reached
- **70Mn Redirections** driven to the landing page
- **2Mn Installs** Delivered!