apptrove
by Trackier

About iTAP

Based in Mumbai, Maharashtra, iTAP is a new-age entertainment platform offering full-suite Gaming, Esports, NFTs & Metaverse content streaming and creation along with an in-app eCommerce store. Targeting to the digital-savvy audience, iTAP offers innovative content that includes bit-sized shorts, games & quizzes, or mobile episodes (mobisodes) clubbed with popular Hindi and international TV shows, movies, and documentaries.

Currently available on iOS, Web, and Android, iTAP mobile app comprises five tracks: Watch, Play, Earn, Shop, and Create, bringing a comprehensive metaverse of engagement that allows users to consume and create content, all this while making money and purchases.

iTAP Was Exploring MMP Partners for **User Acquisition and Brand Visibility**

The Challenge

iTAP, being fairly new in the industry, wanted to boost their user acquisition and improve brand visibility of their mobile app by tapping into mobile marketing. To lay the groundwork, they are actively searching for an MMP, considering it a prerequisite for running successful mobile marketing campaigns.

Being in the Over-The-Top media services industry, iTAP's major concern was ad frauds since its mobile marketing strategy involved working with multiple partners and networks and targeting different geographies and demographics. Therefore, an in-built anti-fraud tool was a precondition for onboarding a mobile marketing partner.

They required a comprehensive measurement suite that combined capabilities of an attribution tracking solution, partner management platform, anti-fraud tool as well as advanced analytics - all this with lucrative price point and industry-leading customer support.

Upon receiving recommendations from fellow mobile app marketers with decades of experience in running mobile marketing campaigns, iTAP selected Apptrove as their mobile measurement partner.

Apptrove Brings Combined Capabilities of **Mobile Attribution & Anti-Fraud Tool**

The Solution

Apptrove comprehensive mobile marketing platform with its in-built anti-fraud capabilities helped iTAP to run mobile marketing campaigns at scale, onboard multiple affiliate partners and networks, and optimize their advertising spend efficiently.

The intuitive interface of Apptrove platform facilitated seamless onboarding of multiple affiliate partners and networks, while its built-in anti-fraud capabilities ensured a secure and fraud-free environment for running mobile marketing campaigns at scale.

iTAP also utilized Apptrove MMP's Deep Linking feature to run affiliate campaigns with multiple partners with tailored target offerings. iTAP's mobile marketing team was able to streamline user experiences by directing them to specific in-app content seamlessly. This not only enhanced user engagement but also improved the overall effectiveness of their mobile marketing strategy.

The result was not just increased visibility but also enhanced campaign performance for iTAP.
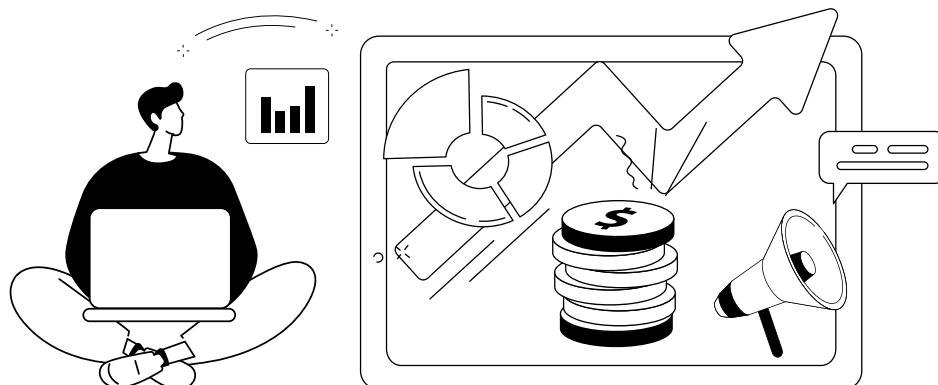
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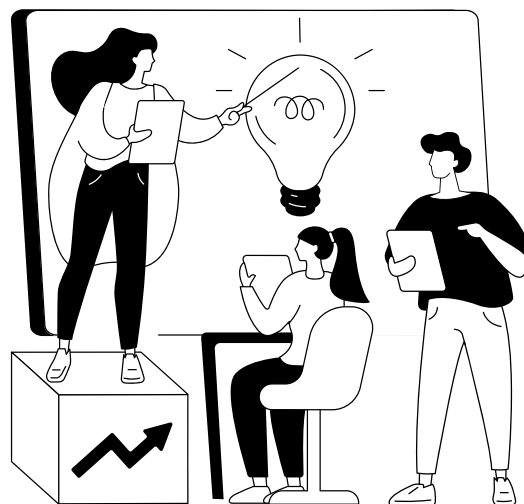
What
iTAP Loves
About Apptrove

Key Highlights

We asked to pinpoint the top five features they love most about Apptrove MMP, iTAP selected the following:

- Advanced analytics and real-time reporting with nearly zero discrepancy.
- Multi-event tracking for a granular understanding of user interactions and engagement patterns.
- Deep Linking to improve customer experience by reducing friction in customer journey.
- Fraud detection and prevention tools to ensure a secure and trustworthy marketing environment.
- Efficient partner management, enabling seamless collaboration with affiliates and networks.

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Seeing is Believing:
Real Results Driven By Apptrove MMP

95%
Fraud Installs Tracked & Blocked

266%
Increase in App Installs

400,000
App Installs Since Onboarding

"Apptrove was a first choice for our business after around 10 peers from the industry recommended the India-based startup for our mobile marketing needs. Almost two years later, we can safely say that we made the right call then. Apptrove isn't just a platform, it's a game-changer. Their product is intuitive, powerful, and packed with features that actually deliver results. But the highlight of the company is Customer Support. It's THE best in the industry with astonishing turnaround time. Overall, Apptrove provided an all-encompassing solution that aligned perfectly with our business needs."

Amol Gharpande, Manager
Research & Analytics, iTAP Media