APP NOW

Google play compliant Android Apps

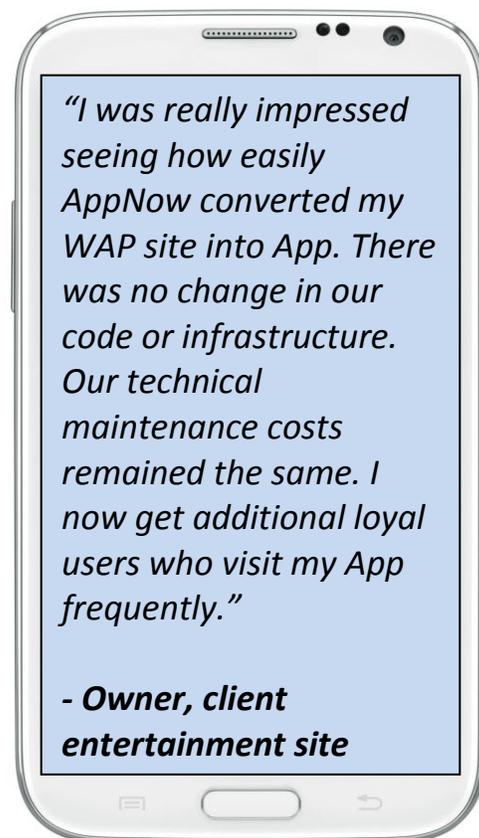## Adiquity increased its client's overall traffic by 20% by developing Android app for the client using AppNow

BUSINESS CHALLENGE

The client is a very popular site which provides entertainment content such as songs, music videos, movies, wallpapers, games etc. Recent trends have shown increasing user affinity to apps and reduced use of WAP sites. This has lead to the investment of resources by leading large publishers in developing apps. The readers of the client's site also requested for an app which they find convenient to use. The client, with its small technical team had resource constraints in developing a good quality app.

SOLUTION

The client came across Adiquity's AppNow solution and was eager to have an app developed for its users. Using AppNow, the client instantly had an Android app (converted from their

site) ready for its users, without any cost or effort. Following this, the client could easily distribute the app through its WAP site, and changes made to the site directly reflected on the app without the need for updating the app on the Play Stores. Adiquity also provided additional support for promoting the app.

RESULTS

The client was able to gain additional users who had a preference for app as compared to WAP sites. The client's existing users also preferred to migrate to apps. This was noticed by a decrease in WAP traffic, who were now installing the Android app. The client was happy to retain their users and also gain additional app users. It witnessed an increase of 20% in its overall traffic and generated additional revenue without investing resources. The app has near to 100,000 installs in the Google Play Store now.

"I was really impressed seeing how easily AppNow converted my WAP site into App. There was no change in our code or infrastructure. Our technical maintenance costs remained the same. I now get additional loyal users who visit my App frequently."

- Owner, client entertainment site

About AppNow

AppNow is a solution to convert your WAP site into an Android app instantly. With AppNow you can have a Play Store compliant app (converted from your site) ready for your users, without any additional cost or effort. The app would provide convenient access to web content, and publishers can drive in app traffic and enjoy greater revenue.

About AdIQuity

AdIQuity is a leading global mobile ads platform which enables mobile app developers and publishers to earn high revenue from their mobile inventory. It also helps ad agencies, ad networks, RTB DSPs and other media buyers to acquire quality global mobile traffic. The platform currently manages more than 20 billion ad impressions per month from 200+ countries. It has 15000+ app developers/publishers and 100+ mobile ad sources as partners.