

Group 2 / Case Study 2

Group members :

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Incentive Campaign & Advertisement

- Install & Win
- Loyalty Rewards
- Push-up notifications in App
- Monthly leaderboard challenge



Development

- ❑ Tracking usage
 - Built in analytics tool for monitoring
 - Carry on behavioral analysis
- ❑ Improvement cycle
 - UI / UX based on data insights & feedbacks
 - User friendly



3. Marketing

- Content Creation (TikToks, YouTube, RedNote etc.)
 - Celebrity announcements on new releases
- Festive - Mini Clicking Games competitions, Seasonal Reward Passes
 - Hotspot Sharing Stock Numbers - GeoJSON
- Livestreaming - via the App on exclusive broadcasts
 - QR code



Partnership

- Try to find more companies to collaborate with the application
- This will help to bring in customers that purchases items from the company
- The business will be promoted in the application
- Win - win situation, both parties profits

