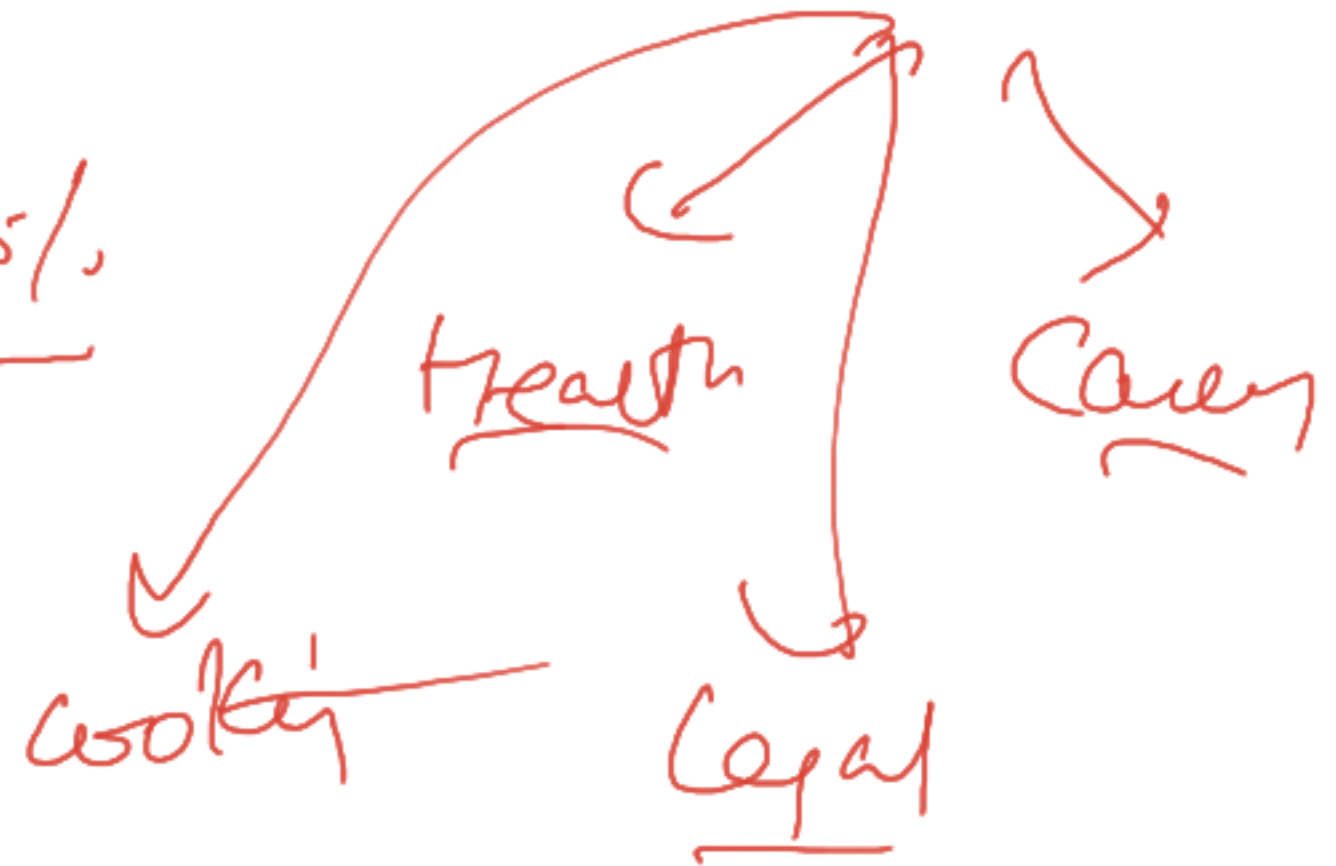
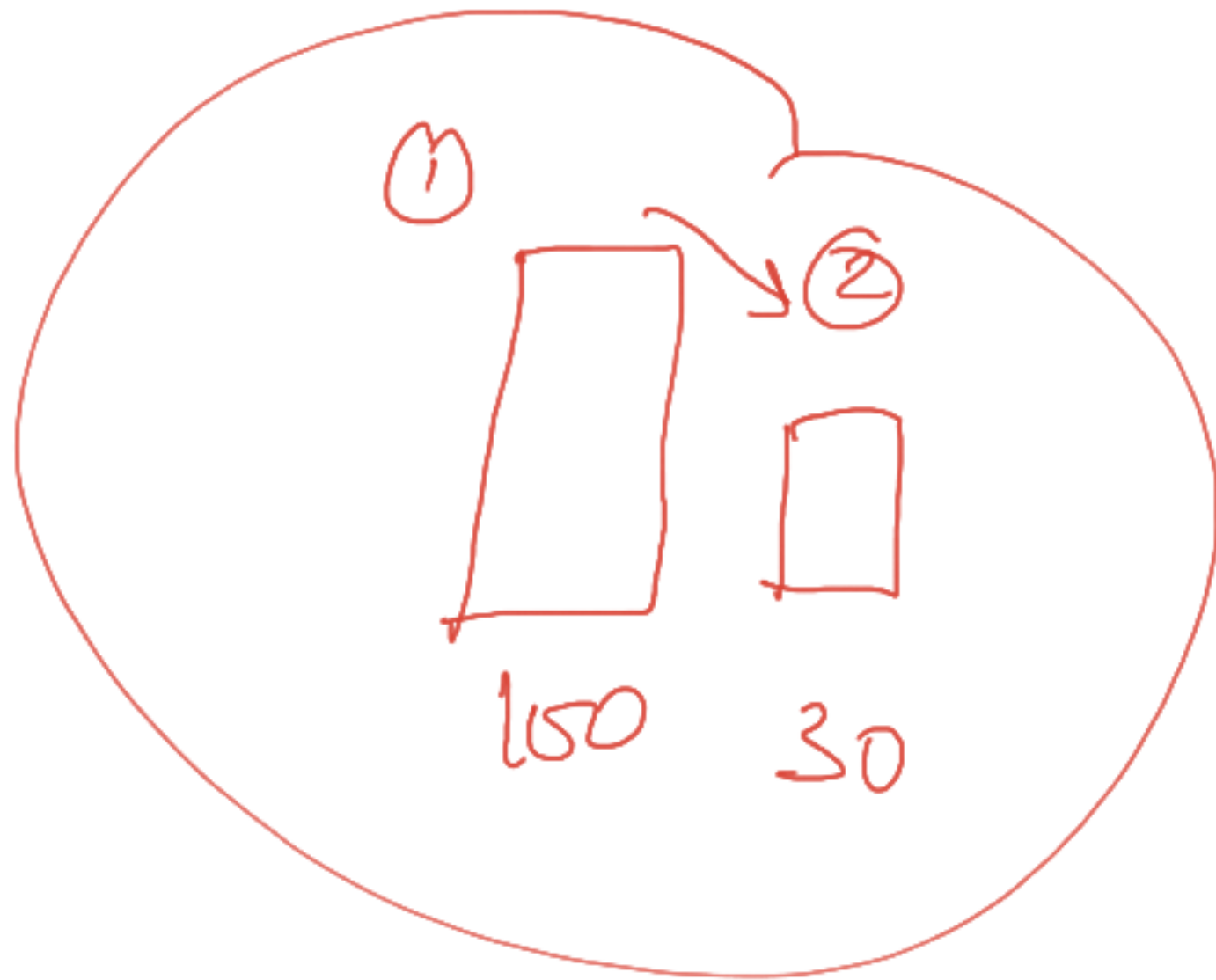


What would you do? 2018 \Rightarrow SHEROES \rightarrow Facebook for women

1mn = app downloads

day-2 sentiment was 35%



Reddit for women

Vishal: Nudge with
notification

Chaitan
→ Nudge focus to
him

For, refresh
* Daily Q42 &
swads

→

Sriram: Reward

points for everyday
use

→

Madhu: Incentive
for usage

ABIGNA:

→ user intent contents

(Jumping to
Solutions)

① Ad → ② Play store ③ Download ④ Signup

(FB)
(Google)
male

semi
—
—
—

70/10
30/10
Male

mod
Kath
Kam

0 — 100

5 Male / female
7

6
HomeSec

7
come back

6 onboarding

F T U X
— — —

google is the culprit

mobile Attribution Partner ~~Google~~ > tools

Branch.io

Source

Google

Facebook

Cost of install

5 Rs

20 Rs

Cost of money
unapp

20 Rs

~~22.5 Rs~~

12.5 Rs

Source

google

Facebook

Cost of Install

$$\frac{5}{x} \times (25) = 1 \text{ per female}$$

$$(10) \times 3 = (2)$$

Real cost of women army

$$(25)$$

$$(15) \text{ Rs} \\ (10) \text{ Rs}$$

AD

②

Content

①

Comment of
women

Cooler

②

Show us
your cooler

Healthy

③

Ask your Qs
get medical adv

Healthy

④

Learn Mehndi

Sign up

↓

on a day

↓

home

home

3

30%

10%

90% Notification

100% 2

Genre 2% to 5%

→ Community Update

→ how to us. Sheets

3% to 40%

Personalization

How to send more personalized notifications.

- ① Follow
 - ② Follow back
 - ③ Post ≡ like / comments
- } ≡ Per

① Understood user journey

② google was all part

③ fulfilling the promise

④ onbadj \Rightarrow instrument for tomorrow
 \rightarrow responded with

1-5