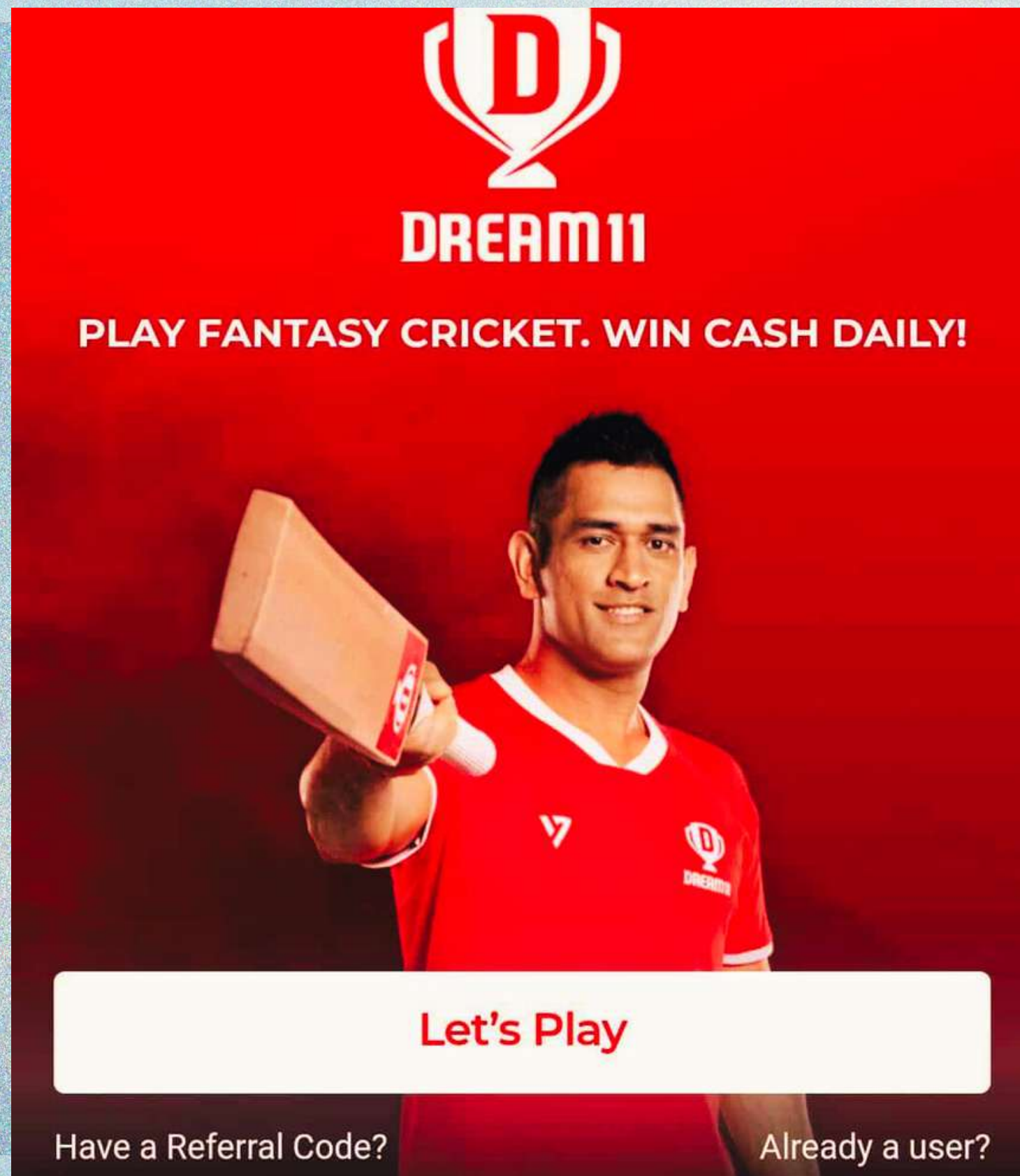


suman maurya



The advertisement features a red background. At the top center is the Dream11 logo, which consists of a white trophy icon with a red 'D' inside, and the text 'DREAM11' in white below it. Below the logo, the text 'PLAY FANTASY CRICKET. WIN CASH DAILY!' is written in white. In the center, a man in a red cricket jersey is holding a cricket bat. The jersey has a white 'V' logo on the left chest and the Dream11 logo on the right chest. At the bottom, there is a white button with the text 'Let's Play' in red. Below the button, there are two links: 'Have a Referral Code?' and 'Already a user?'.

DREAM11

PLAY FANTASY CRICKET. WIN CASH DAILY!

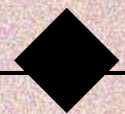
Let's Play

Have a Referral Code? Already a user?

Dream 11

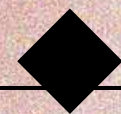
www.kiyan.click

Our project



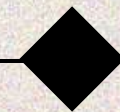
01

Creating a landing page
for dream 11
(survey form)



02

Briefly explain the
target audience of
dream 11 name, age,
gender, location,
interest etc.



03

Identify competitor of dream 11.



04

strength and weakness of
dream 11 when compared to
other

www.kiyan.click



DREAM11

landing page of Dream 11

← → ↻ kiyan.click/wp-admin/post.php?post=5333&action=elementor



[ABOUT](#)

[CONTACT](#)

DREAM11



Survey of dream 11


Survey Form *Dream 11*

Name *


First

Last

Gender


☐

male


☐

female

Phone no.

Age

Selected Value: 15

what you do for living?

☐ Employed

☐ Self employed

☐ Business

☐ Salaned

☐ nothing

Address

Email *

email

Confirm email

How long have you been using Dream11?

☐ Less than 6 months

☐ 6 months to 1 year

☐ 1-2 years

☐ More than 2 years

How often do you participate in Dream11 contests?

☐ Daily

☐ Monthly

☐ Weekly

☐ Rarely

Favorite Sports on Dream11: *

☐ Cricket

☐ Football (Soccer)

☐ Basketball

☐ Other

SUBMIT

kiyan.click

Target audience of Dream 11

AGE Primarily, Dream11 attracts users in the age range of 18 to 35, including young adults and millennials.

It may also have a significant user base in the 35 to 50 age group, especially among sports enthusiasts.

GENDER Historically, Dream11's user base has skewed towards a male audience, with a higher percentage of male users compared to female users.

However, the platform has been making efforts to attract more female users through marketing and user engagement strategies.

OCCUPATION Dream11's audience includes individuals from various professional backgrounds, including students, working professionals, and even retirees.

It is especially popular among those who have an interest in sports, but their occupations can vary widely.

Region Dream11's largest user base is in India, where cricket is a dominant sport. It has a massive following among cricket enthusiasts.

The platform also caters to users in other cricket-loving nations like Pakistan, Sri Lanka, and Bangladesh.

Some Notable Competitors Of Dream11 :



Halaplay

- Launch operation held in January 2017.
- Offers sports leagues for Cricket, Football and Kabaddi
- Player has to bet on some money and can win cash prizes
- Nazara Technologies and Delta Corporation has funded the company



MPL

- Bangalore based e-sport platform-September 2018.
- Virat Kohli is the brand ambassador
- Successful than other competitors-Players win reward prize by playing in 30+ games
- Tournaments and events are organized, which provides money to the winner



Fanfight

- Fantasy sports league game founded by Akhil Suhag in May 2016
- Hosts for both Cricket and Football
- Fanfight is a Silver member of FIFS (Federation of Indian Fantasy Sports)



My11Circle

- Owned by Play Games 24*7 Pvt. Ltd
- Specifically focused for cricket lovers-Win through cricket knowledge and interest
- Saurav Ganguly is the brand ambassador with more than 50 lakh users.
- Mobile friendly-Great user experience

The strength of Dream11

1. Variety of Sports
2. Real-Time Engagement
3. Legal and Compliant
4. Prize Money
5. Community and Social Aspect
6. User-Friendly Interface
7. Research Tools
8. Regular Promotions
9. Mobile App
10. Partnerships

Weakness of Dream 11

Legal and Regulatory Challenges: In some regions, the legal status of fantasy sports and online gambling can be ambiguous or subject to changing regulations. This can create uncertainty for both the platform and its users.

Addictive Nature: Like many forms of online gaming, fantasy sports can be addictive for some users, leading to excessive time and money spent on the platform.

Skill vs. Luck: Some argue that fantasy sports are more about luck than skill, especially in short-duration contests where unpredictable events can heavily influence outcomes.



thankyou