

Pokerbaazi Case Study



PRESENTED BY:

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Problem Overview

- 55% 'Organic' users who once signed-up on PokerBaazi stopped playing within 3-5 days without trying any tournament whether it free or real money game.
- Analyse all the reasons of user's drop-off.
- Main objective is to increase retention of users and engagement time per week.



Market Analysis

The per cent of traffic from display advertising on desktop is 73.91%, and from Organic search is 3.79%, from referrals is 3.79%, from direct is 8.70%, and from social is 0.42%.

PokerBaazi claims to have a userbase of 2M players and Rs 249 crore as gross revenue in FY22, 64% rise from the previous year.

Traffic & Engagement Last Month

Total Visits

1.1M

Last Month Change

104.5% ▲

Avg Visit Duration

00:01:48

Bounce Rate

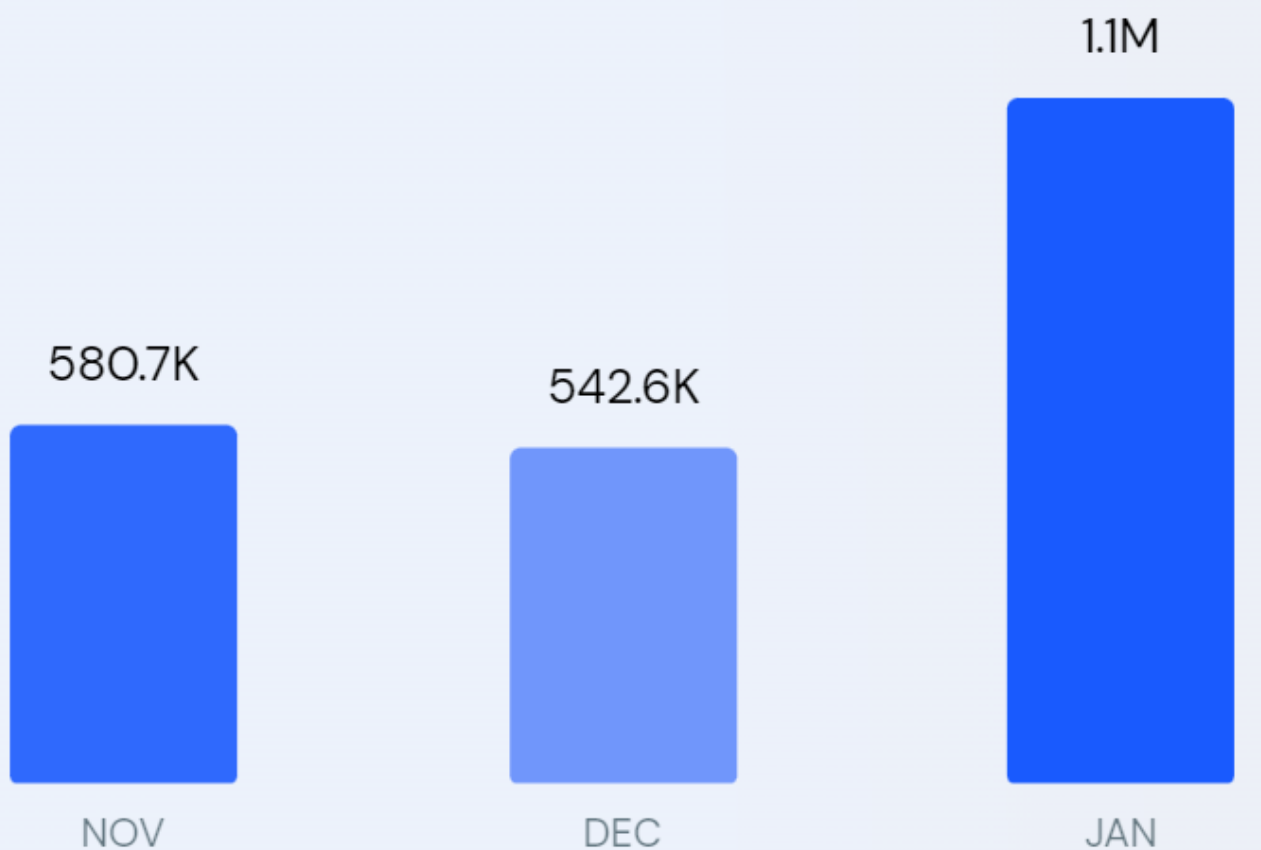
82.38%

Pages per Visit

1.37

 similarweb

Total Visits Last 3 Months



Drop-Off Reasons

Lack of Awareness and Education

- Poker has a relatively higher learning curve
- In India, 90% of the gaming share is taken by cricket and the rest is football, basketball inside of fantasy sports in online games.

Lack of Engagement

- Users may not have motivation to continue playing, such as rewards or bonuses
- Algorithm of rewards is not satisfactory.

Lack of Trust

- Application is not available on playstore and appstore.
- Fraudsters join tournaments with multiple accounts, and change the probability of winning.

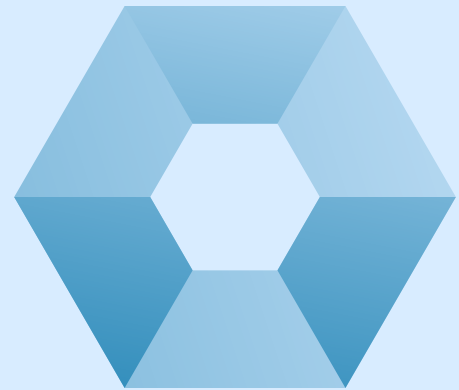
Limited Game Variety

- Variety of games is not there like MPL,etc
- Most popular fantasy games are not available, so user get bored with limited games.

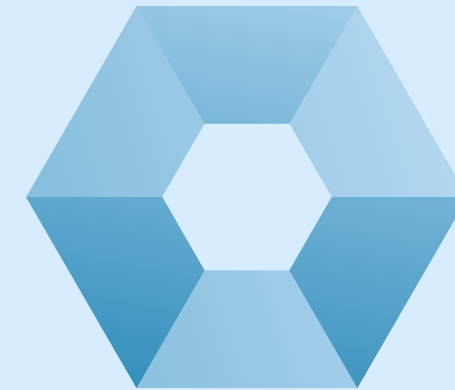
Poor User Experience

- Withdrawal takes 24 hour of processing and it might take 3-4 working days in certain cases.
- Poor navigation, huge load times, and bad 24/7 service for technical issues.

Deep-Dive into Problem



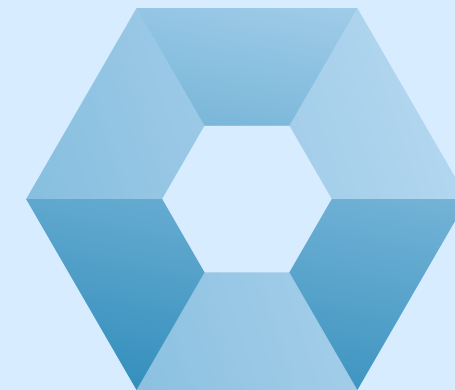
User don't trust into application to deposit the money due to lack of trust worthy marketing and government restrictions.



User don't know the other player is bot or real human. Real competitive training ground is not available.



At PokerBaazi, minimum deposit of Rs. 25 which is only Rs. 3 for other platforms like MPL.



Residents of Telangana, Assam, Orissa and Gujarat are not able to register with PokerBaazi as games of skill are banned in these regions of India.

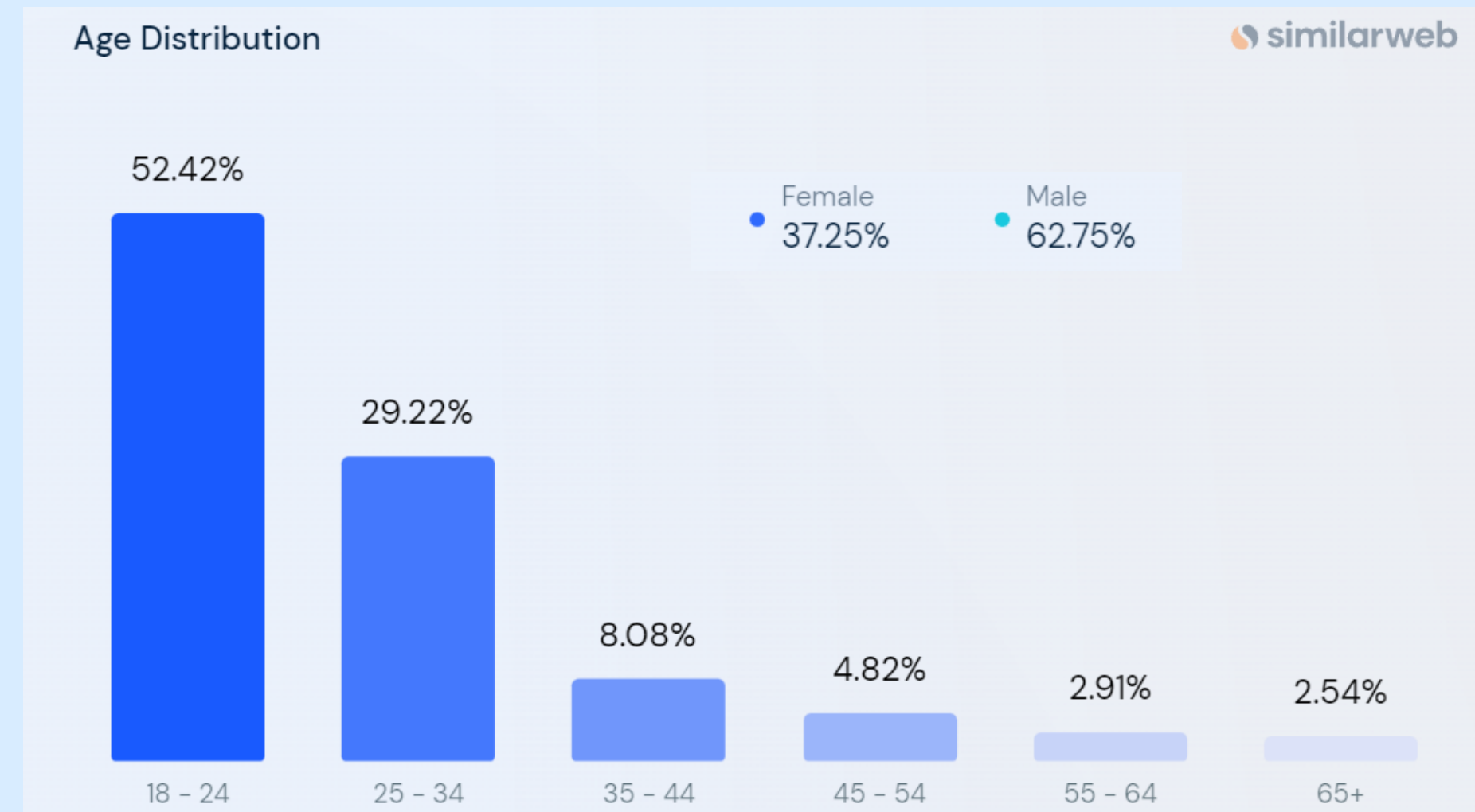
Proposed Solutions

	Building Trust	Personalised Environment	Miscellaneous
Proposed Solution # 1	Fund for social organizations like NGOs, Scholarship.	Algorithms for Personal feedback and improvement.	Teaching Modules
Proposed Solution # 2	Sponsorship to College Events to reach teenagers	Initially, more return and low cost.	Players of similar level lay with each other
Proposed Solution # 3	Brand Ambassador as Famous Players and Actors	Diversity in the games	Winning half time vs all time
Proposed Solution # 4	Conducts Real Tournaments in different cities and events.	Real competitive training grounds.	Tournaments broadcast on national TV to enjoy and learn from them.

Target Users

Our target group is anyone using a smartphone including working professionals, home-makers, students, and senior citizens — with age groups falling anywhere above the age of 18.

But, Our main focus will be on the users between the age of 18-24.



ENSURING SUCCESS

01

Customer Retention

A good user experience ensures a good customer retention rate. With the good withdrawal process and engaging games, retention and engagement time will increase.

02

User's Visit

With a strong trust in the platform, user will get back to play games and will participate in paid and free tournaments.

03

Reach to Target Users

If our solution will be implemented properly, referral to new people will increase and engagement of target audience increases.

References

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THANK YOU