

In-depth insights into the education industry to help brands complete their advancement

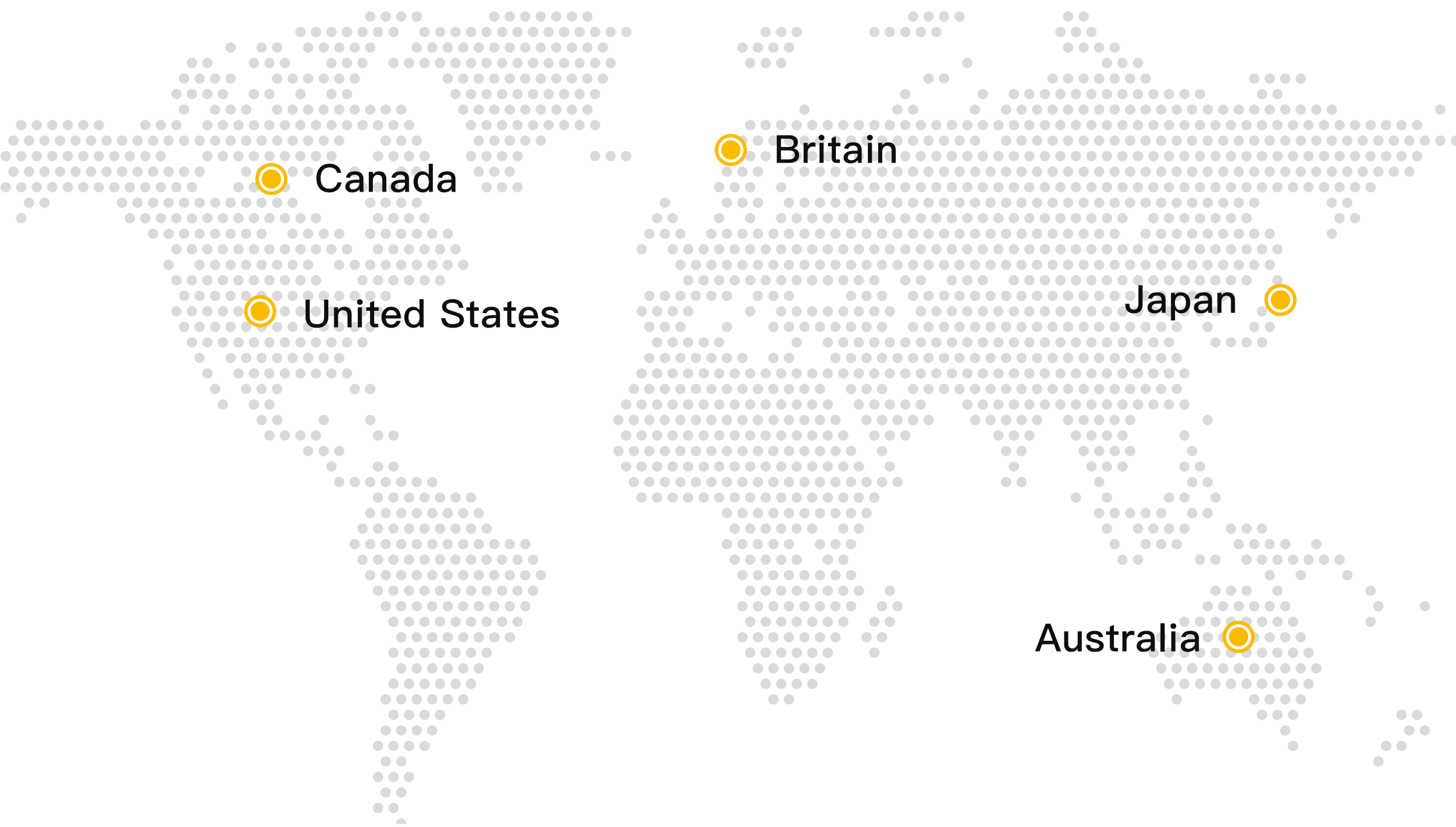
PRODUCT DESCRIPTION

Dr. Panda is a children's education and entertainment brand tailored for children under the good future. Dr. Panda's philosophy is to provide children with the best quality children's games, educational software and cartoons, so that they can learn knowledge and understand the world while playing happily.



Dr. Panda

ABROAD AREA



ABROAD CHALLENGE

- 1 Target users are families with school-age children, especially the core high-paying groups of limited magnitude;
- 2 Competitive products of the same kind have developed in overseas markets for a long time and have a high brand awareness. There are already many loyal users. They need to find the advantages that distinguish them from competing products to seize market share;
- 3 The iOS policy is updated and the difficulty of data optimization has increased.

MARKETING GOAL

- 01 Expand more overseas markets and expand brand influence and popularity;
- 02 Focus on user acquisition on the iOS mobile terminal and increase APP downloads;
- 03 Acquire accurate and high-value users, increase the number of active subscription users and overall ROI.

MARKETING STRATEGY

Market insight

Start with the US market, which has a strong brand market foundation and good user payment habits, and quickly realizes income recovery, laying a solid foundation for opening up other new markets;

Precise positioning

Combining the characteristics of the promotion platform and the preferences of the target users, focusing on 2.5 and AEO, according to different depths, high-value subscription events and single in-app purchase events are tested in multiple events to accurately acquire high-value users and Potential big R users;

Optimizing operations

Based on the conclusions of data analysis on the advertising end, according to product festivals and discounts, starting with materials and promotional copywriting, it has repeatedly achieved double breakthroughs of magnitude revenue and achieved win-win results in many aspects such as brand promotion and user acquisition.

CORE ACHIEVEMENT

