

PRODUCT DESCRIPTION

Phoenix Browser is a communication Android APP issued under the name of Verizontal Technology. Verizontal Technology is an Android developer, founded in 2016, and released one and only application in Google Play—Phoenix Browser—Video Download, Private&Fast (Phoenix Browser—Video Download, Private and Fast) this product It is a fast and safe web browser for Android devices, with local news sources and free movie resources. It ranks very high in many countries/regions and is also one of the most popular applications in the Android system, with a total installation of more than 100 million.



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ABROAD AREA



ABROAD CHALLENGE

Due to the current development situation in Africa, most of its main consumers are in the 15–35-year-old younger user group, and it pays more attention to communication apps. Its demand for mobile phones is more based on communication functions, so for voice, text input and other functions The frequency of use is high.

MARKETING GOAL

- 01 Gaining overall user growth in Africa;
- 02 Acquire a large number of high-quality users, increase user loyalty, and increase daily product activity;
- 03 Improve product visibility and build brand influence.

MARKETING STRATEGY

01

Local material

Analyze the vast territory of Africa as a whole, the large population base, and the characteristics of language and culture differences. In this regard, our personalized design for the EG area conforms to the local Arabic material, and other regions use English materials to produce movie propaganda. Image-like banners, funny short videos, and other materials that are more suitable for the product and the audience, so as to draw users' favorability and promote users to click and download;

02

Delivery optimization

Accurately select and match the media in parts of Africa and the corresponding coverage of the above regions for delivery, follow up the delivery effect and customer acquisition quality of each region, differentiate and screen high-quality media in a targeted manner, and continuously optimize and adjust according to retention standards to improve delivery quality;

03

Market insight

Our company deeply explores its own advantages in connecting with overseas African media promotion, and follows up the promotion strategy of client companies, and will only promote the expansion of African head countries to promote other regions in Africa, covering 80%+ of the entire African region.

CORE ACHIEVEMENT

10 times

Daily installation volume increase: 10 times

35 %

Next day retention rate: 35%+