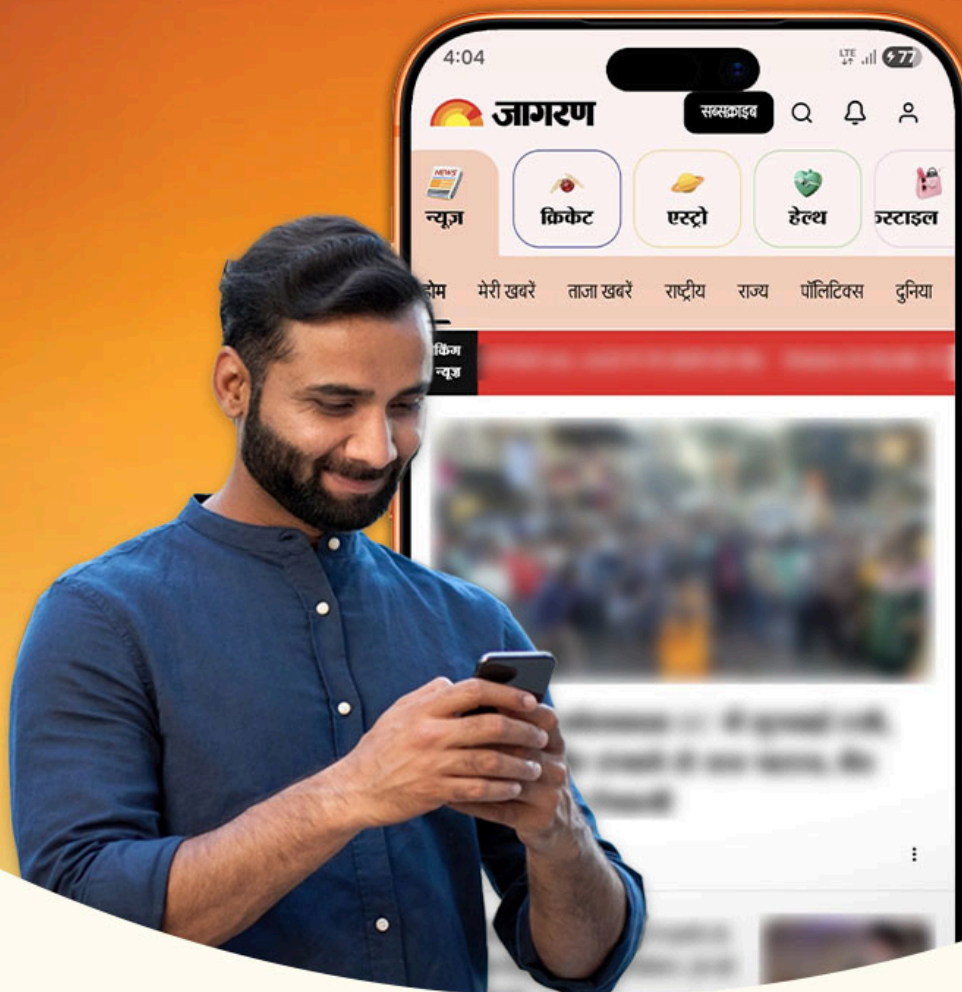


Dainik Jagran App Activates Dormant User Base with ACe Cracking India's **top 5** News Apps



#5

Top 5 News &
Magazines App
in India

10%

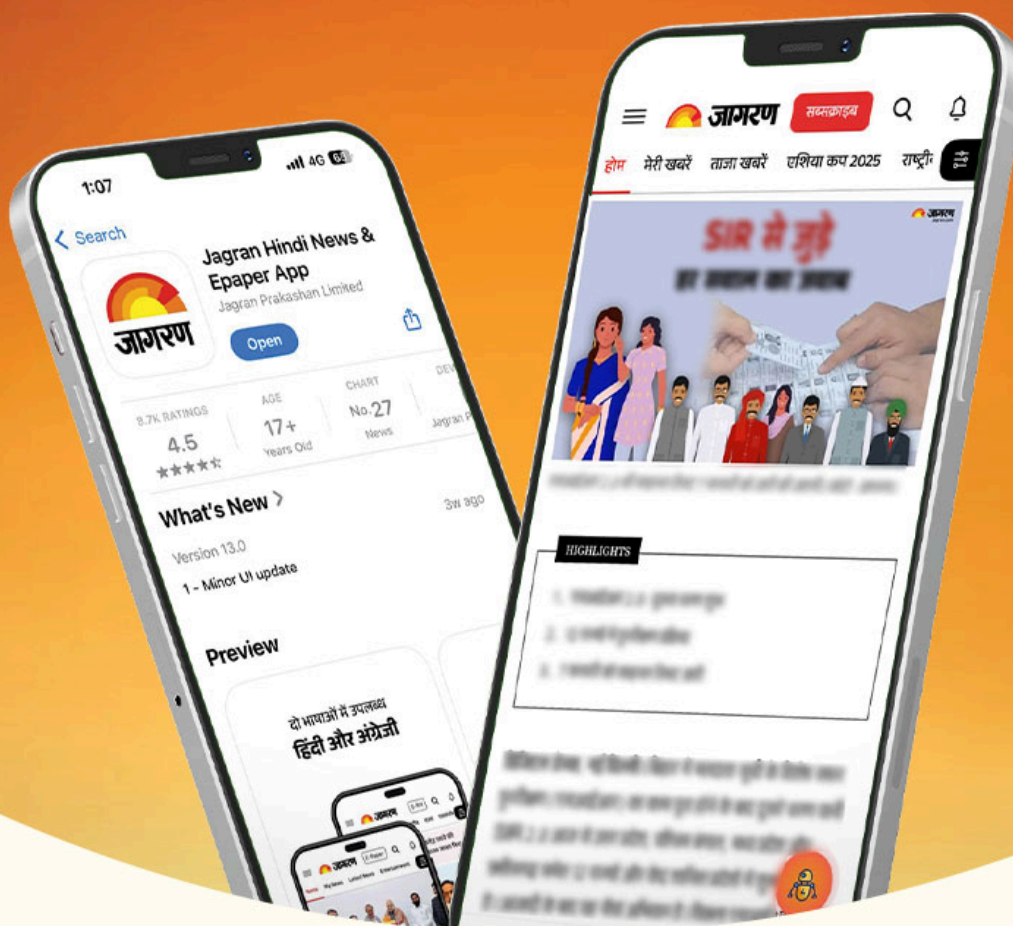
Increase in
Overall Time
Spent

10pp

Two Month
Retention
Increase

4.2

Improved
Play Store
rating



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"By re-engaging inactive users through App campaigns, we achieved 5% growth in active users and a 10% increase in time spent. Additionally, our new UI/UX and expanded content offerings drove a 10-percentage-point lift in retention within weeks of launch."

Gaurav Arora, COO, Jagran New Media.

Jagran New Media is a major player in Hindi-language digital content with a portfolio of 12 digital-first platforms spanning news and information, entertainment, and local content. Dainik Jagran's news app faced the challenge of re-engaging its user base and growing its active users. Our objective was to grow active user base and surpass target milestone for overall downloads.

We at Jagran ran only install campaigns for new user acquisition, we decided to launch an App campaign for engagement (ACe) to re-engage with inactive users, nudging them to complete e-paper interactions on the company's news app. The campaign targeted inactive users who'd opened the app but not engaged with the in-app content. We added high-quality video assets: peer benchmarks indicated a lower cost per install (CPI) for videos and 3x the clickthrough rate (CTR). For new user acquisition, we ran app campaigns for install campaigns in parallel. During this time, Jagran New Media redesigned its Hindi news app, revamping the user interface to improve native user experience.

Dainik Jagran's ACe campaign helped effectively engage with app inactive user base. Within two months, the app saw a 10 percentage point (pp) increase in retention and 10% increase in overall time spent on the app, while Play Store rating improved from 4 to 4.2. Additionally, the app's play ranking improved from #8 to #5 in India in the news and magazines vertical, and Dainik Jagran's overall Install base for the app surpassed its milestone.

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Jagran New Media Impacting 116M** Users And Counting

**Source: Comscore MMX Multi-Platform, Total Unique Visitors/Viewers, Total Digital Population (Desktop, Mobile & Social), [P] Jagran New Media, Total Audience, Sep'25, India

To know more, visit us at: jnm.digital