

Exploring the Marketing Mix of Mobile App Market in India

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Abstract- The study examines the influence of marketing mix used by the app developers on the presence and position of apps in the Indian Market. The study was guided by 5 research questions and two research objectives. A survey was conducted where the sample size was 263 respondents. Moreover insights of app developers were also taken in the form of telephonic interview. The result of the study shows appropriate marketing mix for mobile app market in India. This study can be used by app developers to create a presence of an app and enhance its position in the Indian market.

Index Terms- Marketing Mix, Mobile Application, Mobile Application Market, App Store Optimization

I. INTRODUCTION

Have you ever imagined how in this world full of different mobile applications, how a particular application makes its presence in the eyes of mobile users by crossing each and every hurdle in App market?

In this modern age of fast flowing information and communication, people have become accustomed to computers and its software. But even a faster way of doing things is available through mobile applications. Mobile phone has become an essential utility in this era which is used by people of every age group and its importance can't be undermined.

Mobile applications can more effectively enhance communication through internet browsing, social networking, and email; provide entertainment through games, songs, serve as a utility tool and what not. But it is not only restricted to it.

Mobile applications also have an impact on business. In a study regarding the impact of using app for a business (Eugenie Goodwin, April 2014) out of the business using apps 52% indicated 5 to 25% increase in revenues.

In a recent research by STATISTA revenue generated from mobile apps is expected to reach US\$3,553 million by the end of 2020.

Mobile applications (or Apps in short) are one of the fastest growing segments in the downloadable software market since the last decade. Apple AppStore launched with only 500 apps but has increased to 8,45,900 apps and 2,26,500 unique sellers in just 2013 (148 Apps, 2013) leading to download of 40 billion apps in 155 countries. (Apple, 2013) (LEE & RAGHU, October 2014)

In a report by MARKET RESEARCH FUTURE global mobile app development market is expected to reach \$100 billion by 2022. Moreover the report from STATISTA also forecast that the number of app user will increase to 1,033.3 million by 2024.

So there exists a lot of scope to create and work on a app because of its advantages. However, after creating your idea into reality there is a need to build a rock solid strategy to make your app successful in this competitive world to be a successful app.

Therefore, just like any other product, one needs to apply right marketing strategies of 4P's i.e Price, Product, Place and Promotion.

The study attempts to find out different marketing strategies of 4P's which an app developer can use to create its app's presence and further enhance its position in the market of apps by using different Marketing Mix in India

II. REVIEW OF LITERATURE

Origin and Growth

Mobile applications have been in use since the invention of mobile phones but they were very simple in nature such as calculators, phone books etc. It was in 2000 that app developers started working on internet based mobile applications which will utilize the internet but didn't had the platform to launch.

With the introduction of the first iphone by Apple in 2007 app developers got this platform and apps were being offered in the Apple App Store market. Soon Nokia launched its application store 'Ovi Store' and Android OS was also developed which was being used by Sony where android apps were being developed and being offered in the Android market place. (Islam, Islam & Mazumder, 2010)

With all these platforms being available, more and more apps were developed and offered in the app market. Apple App store which was launched with just 500 apps soon was flooded with apps which was increased to 8,45,900 apps in just 2013 (LEE & RAGHU, October 2014)

A survey was conducted in 2014 asking the respondents what among app and website they preferred to use while using internet on smart phone revealed that 36.9% preferred to use both while 35% preferred apps and 27.2% website. (Trivedi, Kumar & Kundu, 2014)

However mobile application soon took the charge of this preference. A study in 2020 of Average Daily Time spent on while using smart phone revealed that users' 90% of the time was spent on using mobile application and only 10% on websites showing that mobile apps were being preferred more than the websites while using a smart phone. ("Apps Far Outpace Browsers in US Adults' Mobile Time Spent", 2020)

From its origin mobile application has had a huge growth rate and will continue to grow. It is predicted that by the year 2024 app users will increase to 1,033.3 million. ("Digital Market Outlook of Apps worldwide", 2020)

Marketing Mix

Philip kotler has defined marketing mix as the set of marketing techniques and tools that one can use to pursue its marketing objectives in the targeted audience. (Kotler, 2000)

Professor E. Jerome McCarthy developed and simplified the elements of marketing mix into 4Ps which are as follows:-

- **Product:** Development of right good or service which is able to fulfill and satisfy the needs of the target audience.
- **Price:** This element refers to setting an appropriate pricing strategy for a particular product. Example of price mix would be offering of discounts, flexible pricing model etc.
- **Place:** This element focuses on taking all the decisions so that good/service is available to the consumers at the right place and at the right time. Even if you have the best product available at the best price if it can't reach at the place of consumer at the right time, it would fail miserably. For example choosing appropriate distribution channel is part of place marketing mix.
- **Promotion:** This element is focused on spreading information about the product. In other words this mix focuses on attracting new customers while at the same time keeping the existing customers.

(Perreault & McCarthy 2002, 48-50)

In a first glance marketing mix i.e 4P strategy does not fit in mobile application marketing. Some or all of the elements of marketing mix may seem irrelevant initially; for example place mix may seem irrelevant since all apps are distributed only on two platforms i.e Google Play Store and Apple AppStore. Also price mix may seem irrelevant since most of the apps are free or of very low price. However all of the 4Ps fits very well in mobile apps marketing and this marketing mix can be used by an app developer also. (Latvala, 2015)

App as a Product

An app goes through various stages throughout its life. It moves from catalogue birth to commercial birth to application peak where its user base keeps increasing slowly or remains stable with high active user base. From peak it moves to commercial death to finally catalogue death where it is removed from the app store. ("Mobile application life cycle characterization via apple app store rank", 2014)

To prevent commercial and catalogue death of an app, one must ensure to get the product mix right. (Latvala, 2015)

Pratt covers that to get the product mix right, an app should remain stable and free from any bugs such as frequent crashes or data loss. It should be compatible so that every mobile device can run it. It should be compatible with all types of mobile devices irrespective of their OS version. An app should be easily usable in sense that it should have a good and friendly user interface which is easy to understand and use. An app may be valuable for users now but it must be ensured that it stays valuable for them in the future also by constantly improving the app and providing

quality updates which not only adds new functions but also removes bugs and glitches improving the functionality of the app. (Pratt 2011a)

Moreover constant quality updates of an application have a huge impact on the survival of the app as it increases the survival rate of an app by three-fold.(LEE & RAGHU, October 2014)

Furthermore, an app layout should be clean since appearance of an advertisement of any kind such as banner ads reduces the interest of the consumers from that app and has a negative impact on it.

Price of App

There are various pricing strategies which can be used for an app. First is Free i.e allow users to download the app from app store for free and let revenue come from in-app advertisements. Second is Paid i.e allow users to download app from app market after paying for it. Third is Freemium which combines the attribute of free and paid apps. It allows a user to download an app from the app market for free and revenue is generated from certain in-app purchases. Fourth, subscription based model where app is free to download in an app market but certain services are provided to the consumers after taking the subscription. This model enables purchasing/downloading of app for free but it is useful only after user pays for monthly, early etc subscription.(Latvala, 2015)

A study conducted in 2014 reveals that users are preferring to use free apps i.e apps which are free on app market with 75.7% of the respondents preferring free apps over paid ones.(Trivedi, Kumar & Kundu, 2014)

Currently in 2020 percentage of free apps (apps which can be downloaded for free from app market without paywall) constitutes 96.1% of total apps available in Google Play Store. (AppBrain,2020) Moreover free apps' survival rating is two times more than that of the paid apps.(LEE & RAGHU, October 2014) Furthermore, paid apps don't gain much of popularity than free apps on the app market.(Petsas, Papadogiannakis, Polychronakis, Markatos & Karagiannis, 2013)

Based on IDC's and App Annie's study revenue of freemium apps in key countries between 2012-13 was increased by 211% and that of paid apps(apps which are to be purchased first from the app market to use it) shrank by 29%.(App Annie & IDC 2014)

Place for App

Selecting proper place i.e app market for launch is an important factor. Most popular and leading market are Apple's AppStore and Google's Play Store so one may think to directly launch an app on these platform. However these platforms have thousands of apps added daily and a small app may not initially survive. Therefore one strategy is to launch the app in a smaller app market first, see the trend, perfect the app and then move to the larger platform.(Latvala, 2015)

After placing the app in the app market there is no guarantee that app will be visible to the consumer. For increasing the visibility of the app and ensure an app is properly placed in the app market, App Store Optimization (ASO) is used.

App Store Optimization optimizes the search engine of the app market where the focus is to improve the ranking of the mobile app directly within the app store so that it becomes visible easily in the app store. One way of optimizing is to use correct keywords in the app's title and on description so that while searching for that keyword, this specific app comes forward. Another way is through rating of the app. Higher rated app and those apps which are getting high volume of reviews are pushed to the top in the app market, so asking consumers to give reviews to the app becomes a strategy for ASO. (Strzelecki, 2020)

The download volume i.e the number of downloads and the rate at which the downloads are increasing also positively affects the ASO for an app.(Strzelecki, 2020) Therefore another strategy is to buy downloads. Downloads are bought by paying consumers in either money, credit, reward, in-app reward to use a particular app which incentivize them to download that app resulting in boost in the number of downloads which positively impacts ASO and that app's visibility is increased.(Li, Bresnahan & Yin, 2016) (Comino, Manenti, Mariuzzo, 2019)

Another thing which impacts the downloads is the pareto effect and clustering effect. This effect refers to app user's tendency to download app from the same category as the previous downloaded app. Therefore making selection of category for the app an important factor influencing the ASO for an app. (Petsas, Papadogiannakis, Polychronakis, Markatos & Karagiannis, 2013)

Promotion for App

Promotion of the apps can be done in various ways. An app can be promoted through conventional means such as advertisements as well as promoted all over the internet through showing banner ads of the apps, blogs and pages on social medias. (Latvala, 2015)

While promoting the app on the internet either through banner ads, blogs or social media, a direct link should be made available which directs the user straight to the app located in app market. For example clicking on banner ads should lead to app download page, social media pages/mentions of apps and blogs regarding the app should have the link to the app download page. This leads the consumer directly to the app increasing its visibility.(Pratt, 2011b)

Another way to promote the app is through in-app advertisement about a particular app within another mobile app. Some apps uses third parties which collects user's data such as keywords on search engine, meta data etc and shows them personalized ads within an app. App developers can hire these third parties to show ads of their mobile app to those users who are interested in the category the app belong to helping in acquiring interested consumers.(Cecere, Le Guel & Lefrere, 2020)

Buying downloads is another good promotional technique for app marketing. App developers buy downloads by giving rewards to the consumers for downloading the app. These rewards are either in the form of money, credits, rewards or in app rewards. These rewards incentivize the consumer to download the app because they are getting reward for using the app.(Li, Bresnahan & Yin, 2016)

Existing research focuses on various ways of using the marketing mix and their impact for the growth of mobile app; however there is need to understand the right marketing mix of mobile app market in India as not much research has been conducted in this field. This will help app developer to create an app's presence and enhance it further in Indian App Market.

III. RESEARCH METHODOLOGY

Statement of Problem

The present research starts with the problem definition, and in this case, it refers to detailed understanding of different marketing techniques and strategies which can be used to first of all create a presence of an app and then further enhance it in the Indian app market segment.

The following topics were addressed in the paper using the series of probing research questions:

- Does the price act as an imp factor while downloading an app?
- How an app becomes better over its alternatives i.e other apps and website?
- What are different methods app developers can use to market their app?
- Does place where the app is made available has any affect on increasing the position of the app
- What are various ways through which consumers get informed about an app?

The research objectives and hypothesis are given as below

IV. RESEARCH OBJECTIVES

1. To assess the impact of various marketing strategies of 4P's used by an app developer on the presence of an app in India.
2. To find out how various marketing strategies of 4P's is used to enhance the position of an app among other apps in India.

V. DATA COLLECTION AND SAMPLING

This study is conducted through a primary source i.e survey which involved getting original data by conducting a field research. Data was collected from individuals via Google Forms through internet. An interview was also conducted with 2 app developers who have successfully launched many apps so as to gain their insights. Interview is attached in Appendix I & II.

Secondary sources i.e existing research papers were also used to explain concepts and various theories used in the present paper.

VI. DATA ANALYSIS AND SUGGESTIONS

In total 263 responses were gathered from the survey. The demographic of the same is as follows:

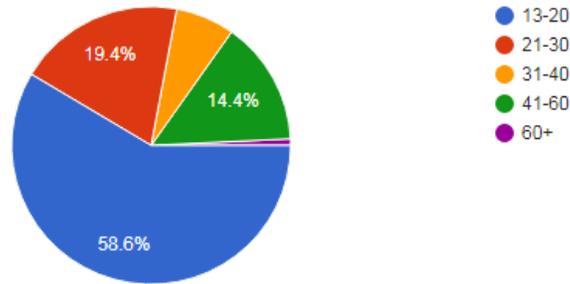


Figure 1

Age Group of the sample size

The maximum response was from youths i.e the age category of 13-20 constituting 58.6% but good number of responses was also received from other age groups.

**Table 1 – Survey Response
Minimum – 1- Strongly Disagree & Maximum – 5 Strongly Agree**

	N	Minimum	Maximum	Mean	Std. Deviation
1. While searching for an app in app store, does PRICE plays an important role in making a decision about which app(s) to download?	263	1	5	2.88	1.530
2. While searching for an app in app store, does FREE TRIAL plays an important role in making a decision about which app(s) to download?	263	1	5	2.87	1.431

The Table 1 focuses on the PRICE MIX. It indicates that Price doesn't really influence the decision regarding download of an app in any manner. Consumers remain neutral with price while searching for an app. Therefore, Free Trial is also becomes irrelevant factor, since Price is not a relevant factor which influences the download of an app. From the Appendix I (interview from the app developer) we get an insight on the pricing strategy. It is found that apps are offered as Free on the Play Store as it helps in grabbing the user attention. Free apps(on the app market) enables user to download the app any number of time without worrying about consequences. This makes consumer keep on coming back to the app and improves the sustainability of the app.

Appendix II (interview from the app developer) reveals that his apps uses a subscription based type of model where users need to pay to use the services. However to download the app from the app market no price had to be paid i.e it is free in the app market.

Thus, we suggest that since price is not such a relevant factor it is not needed for the app developers to focus on it too much. But since majority of the apps already existing are free one should make available the app on the app market for free but may contain certain in-app purchases or subscription model within the app. This will enable the app to sustain in the app market since it is free on the market.

**Table 2 – Survey Response
Minimum – 1- Strongly Disagree & Maximum – 5 Strongly Agree**

	N	Minimum	Maximum	Mean	Std. Deviation
1. While searching for an app in app store, does APP DESCRIPTION plays an important role in making a decision about which app(s) to download?	263	1	5	4.23	.921

2. While searching for an app in app store, does APP RATING plays an important role in making a decision about which app(s) to download?	1	5	4.00	1.082
3. You downloaded/found an app because it was Recommended within another app(example - pop up within a game)	1	5	3.05	1.179

The Table 2 focuses on PRODUCT MIX. Point 1 and 2 indicates that app’s description and ratings influences the consumers a lot. They look carefully to whether the product is exactly what they are looking for i.e does it fulfill his utility, by going through description and whether the app can perform well upto their expectation by looking at its rating. Point 3 of the Table 2 indicates that users are not really influenced in any manner to download a particular app if its ad is shown within another app. They remain neutral in such case and such advertisement doesn’t really influence the users to download that app.

Appendix I reveals that consumers prefers those apps which is simple i.e has a simple UI which is easy to use and understand, compatible with every phones etc. Moreover, they look for what the app has to offer in terms of different useful functions and its usefulness. Furthermore, the app developer tends to keep the design of the app clean from any kind of advertisements. The reason being that the users’ interest has been decreased for those apps which had ads in them.

Thus, we suggest app developers should focus more on making a good product which is indexable to the users. They should prioritize on making the app simple, easy to use compatible while at the same focus on good features that it can offer to the public which fulfills their needs. Moreover, app developers should avoid using ads in the app. Since users are not really influenced in any way to download a particular app by viewing its ad on another app and users’ interest in the app is decreased when they see an ad in it; app developers should avoid using ads to greatly appeal to the users and prevent any negative impact on them.

Table 3 – Survey Response

Reason for your preference	What Do you prefer more		Total
	Apps	Website	
Convenience	97	23	120
Privacy	5	4	9
Easy accessibility	23	8	31
Informative	10	6	16
Total	135	41	176

About 76.6% i.e 135 out of 176 respondents preferred to use mobile apps over websites. All of the responses were descriptive and can be categorized into 4 types as seen in the Table 3. The maximum response for the reason of such preference was convenience. It was elaborated by the respondents that using an app becomes more convenient because the layout is simpler than that of the website; it is more responsive and faster than websites. Moreover easy accessibility and informative were the next most chosen category. Here it was elaborated by the respondents because accessing the apps are way more easy than accessing the website they prefer the former. Also in an app all the required information only is presented. It is not filled with unnecessary jargon therefore their preference lies with the app.

Thus, we suggest that while designing the app, an app developer should consider these three more important categories i.e Convenience, Easy accessibility, Informative and should work on these so as to get the product mix right.

**Table 4 – Survey Response
 Minimum – 1- Strongly Disagree & Maximum – 5 Strongly Agree**

	N	Minimum	Maximum	Mean	Std. Deviation
1. You found/downloaded an app from app store because it was on top.	263	1	5	4.07	.980
2. You searched for a genre of app using a keyword and found/downloaded an app because it was on top	263	1	5	3.70	1.079

Table 4 focuses on PLACE MIX. Point 1 indicates users are more prone to download those apps which have higher visibility on the app market. Point 2 also indicates that while searching for a genre of the app users are more prone to download those apps which have a higher visibility on the app market.

Appendix I reveals that an app has to create high visibility on the app market so as to attract the consumers. To increase the app visibility, he has used App Store Optimization (ASO). Good app description, using right keywords in app’s title, asking for ratings from the users and increasing the downloads by incentivizing the users for downloading the app by offering certain rewards are the ways within ASO which helps and had helped him in increasing the visibility of the app in the app market.

Thus, we suggest since app visibility plays a major role in influencing Indian users to download the app, app developers should make use of App Store Optimization (Good app description, using right keywords in app’s title, asking for ratings from the users and increasing the downloads by incentivizing the users for downloading the app by offering certain rewards)so that visibility of their app increases in the Indian app market leading to higher chances of procuring downloads.

The Table 5 given below focuses on PROMOTION MIX. Point 1 indicates that conventional promotional techniques such as advertising on various platform such as on tv, newspaper, social media, youtube, etc are influencing the users to download a particular app. There is moderate acceptance of users finding and downloading an app after being influenced by ads.

Point 2 indicates that Indian users are highly influenced to download an app when they are provided with certain rewards for downloading the app. Indian users shows higher acceptability to download an app when they are awarded awards such as in app award, credits or money for downloading an app.

**Table 5 – Survey Response
 Minimum – 1- Strongly Disagree & Maximum – 5 Strongly Agree**

	N	Minimum	Maximum	Mean	Std. Deviation
1. You downloaded/found an app because of Advertisement(on youtube, social media, tv, etc)	263	1	5	3.59	1.044
2. You downloaded/found an app To get certain reward(e.g - google credits/money or in game rewards)]	263	1	5	4.14	.962
3. You downloaded/found an app because it was Recommended by friend/relative.	263	1	5	4.03	.949

Point 3 reveals that for Indian users, their friends and family’s opinion regarding an app highly matters and shows higher rate of downloading an app recommended to them by their friends and family members.

Appendix I reveals that after developing an app the first and foremost promotional technique is conventional advertising. Advertising through tv, newspaper, internet blogs, social media, etc. this helps in creating initial presence

of the app. After creation of initial presence, then comes usage of certain unconventional technique such as rewarding to download the app which gives them incentive to download it. Awarding users for downloads is not just a promotional technique but the increasing number and volume of downloads helps in increasing its visibility on the app market.

From Appendix II we got to know that conventional techniques were also used by the developer even though the app was only for specific targeted audience. Advertising on social media, influencer newspaper, magazines etc was used to create that initial presence. Then the app developer used gain-share model where he awarded share of profit to persons helping in sales of the app.

Thus we suggest that since Indian users are more prone towards downloading apps if they are awarded for doing so, app developers should award some type of reward to the users who download the app. However this strategy should only be used after creating initial presence of the app in the market through conventional means of advertising such as internet blogs, social media etc. Moreover since Indian users holds recommendation of friends and family a critical factor, steps should be taken by the app developer so that current users recommend the app to their friends and family. One way of doing that would be combining reward based strategy with it. For example users can get rewards if they recommend the app to 5 people and those 5 people actually downloads and use the app.

VII. CONCLUSION

To conclude the price is not one of the important factor which the app developer should consist while developing an app . The consumer generally focuses on the working of app rather than its price if he want to use the app no matter what the price is he will purchase to fulfill the purpose. But we can't deny that over 95% app are free on play store and apple store and to attract the consumer one have to make the app free so that more and more consumer could visit and download it . In this way the consumer will also get the advantage to see the app on trial bases and can see that the existing features of the app are useful according to them or not .

The app developer should be more consternated towards the development of the app as product description is the first thing to which the consumer will meet so it so be attractive and accurate .as that is the only part which will speak about the app . The review also plays an important role in the product description as app user when get the information from description the next step what he does is to read the review of the app to get the clear image about the app . We concluded that product in marketing mix attracts more to the app users.

The selection of place i.e. app market is an important factor. The app store optimization is one of the important strategies in place which will help the app developer. The app store optimization helps the app to come on the top for better visibility. The keywords acts like linking bridge between app and consumer. The rating also plays a curtail role in the upliftment of the app as if the app will get more and more rating it will automatically come to the top . In this way app optimization and rating plays important role in place strategy. In the promotion the app is the important element as it helps the app to get visible in the eyes of the app user at the time of launching as well as after launching to get longer sustainability in the market . We can go with both the conventional and non conventional methods for promotion of the app. The conventional method consist of promotions through ads , blogs , social networking sites , direct links . the non conventional methods are promotional through in app advertisement by hiring third parties , buying downloads by giving rewards for downloading. The App developer do the promotion within their friends and family first . It also help them to find the pros and cons of the app and review about the app so they can improve it before launching it on large scale . In this way the consumer also help to do mouth publicity about mobile app

APPENDIX I

Interview with Sparsh Shrivastav

Sparsh is an app developer who has developed and launched more than 18 apps as of now. He has developed app for both general public which is released on the app market and also for specific clients.

Interview with Sparsh is as follows:

Ques 1 – Can you name any app which you have launched and is there currently in the app market

Ans – Sampay and VitHack are currently present in the Google Play Store.

Ques 2 – What kind of pricing strategy have you followed for all of your apps?

Ans – For all the apps I have released in the app market are free. Free apps attracts the users. The thing is we have to figure out how to make consumer keep coming back to the app. People tend to get attracted towards free apps which help in sustainability of the app.

Ques 3 – What do you think works best for the app as a product? To what qualities of apps general users will get attracted to or lose interest because of it?

Ans – An app must be simple. Its UI should be clean, easy to understand and use. It should be compatible and functional for all types of mobile devices. More focuses should be given to what does the app offer to the users so as to make them release the utility of the app. Also the one pattern I have noticed not only with apps in general but also with apps that I have previously launched is that users tend to lose interest in an app if they see advertisements in it. I have got many reviews complaining about the in-app ads and from that point onwards I started using clean design for apps, one with no ads.

Ques 3 - After launching the app on the app market, have you done anything to ensure it gets noticed by the consumers in the app market?

Ans – Well yes, higher visibility on the app store does leads to very high chances of getting downloads. To ensure higher visibility we use something known as App Store Optimization (ASO). What ASO does basically optimizes the search within the app market so as to increase the visibility of the app. Good app description, using right keywords in app's title, asking for ratings from the users and increasing the downloads by incentivizing the users for downloading the app by offering certain rewards are the ways within ASO which helps and had helped me in increasing the visibility of the app within the app market.

Ques 4 – What kind of promotional marketing techniques have you used for promoting your apps?

Ans – We have first reverted to conventional marketing techniques such as advertising on social media, adverts on blogs. We used this so that initial presence of the app can be created in the app market. Once this presence is created we opted for more of unconventional methods such as rewarding users to download the app which gives them incentive to download it. This encourages users to download the app.

APPENDIX II

Interview with Ayush Tuteja

Ayush is an app developer who has worked on many apps. He had created Pitchithon which provides a platform for money lenders and borrowers to come at a single place facilitating investments. Interview with Ayush is as follows:

Ques 1 – What kind of pricing strategy have you followed for your app?

Ans – Our app uses a subscription based type of model where users need to pay to use the services. However, to download the app from the app market no price had to be paid i.e it is free in the app market. Our app is available for download from app market for free. Once user downloads the app he is guided about the subscription model which is being used by us for which user has to pay to avail our services.

Ques 2 – What does your app offer that it attracted so many downloads?

Ans – basically we focused on solving a problem with our app. We provided a place for investors to meet with right people needing finance. We constantly kept on providing quality updates removing the bugs and focusing on our app being able to offer this solution to the society.

Ques 3 – What promotional techniques have you used for promoting your app?

Ans – Our app targeted specific audience that is investors and borrowers requiring finances. So first we used to advertise on social media platforms and spread about the app within our contact. Then because we needed business to invest we promoted our app on LinkedIn. Which helped us to get investors. Then we moved to promote our app not as a product but as a solution to a problem and promoted in magazine and newspaper. After gaining the initial exposure we then tried for a gain-share model giving a part of our profit as rewards to users which helped us secure a sale.

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