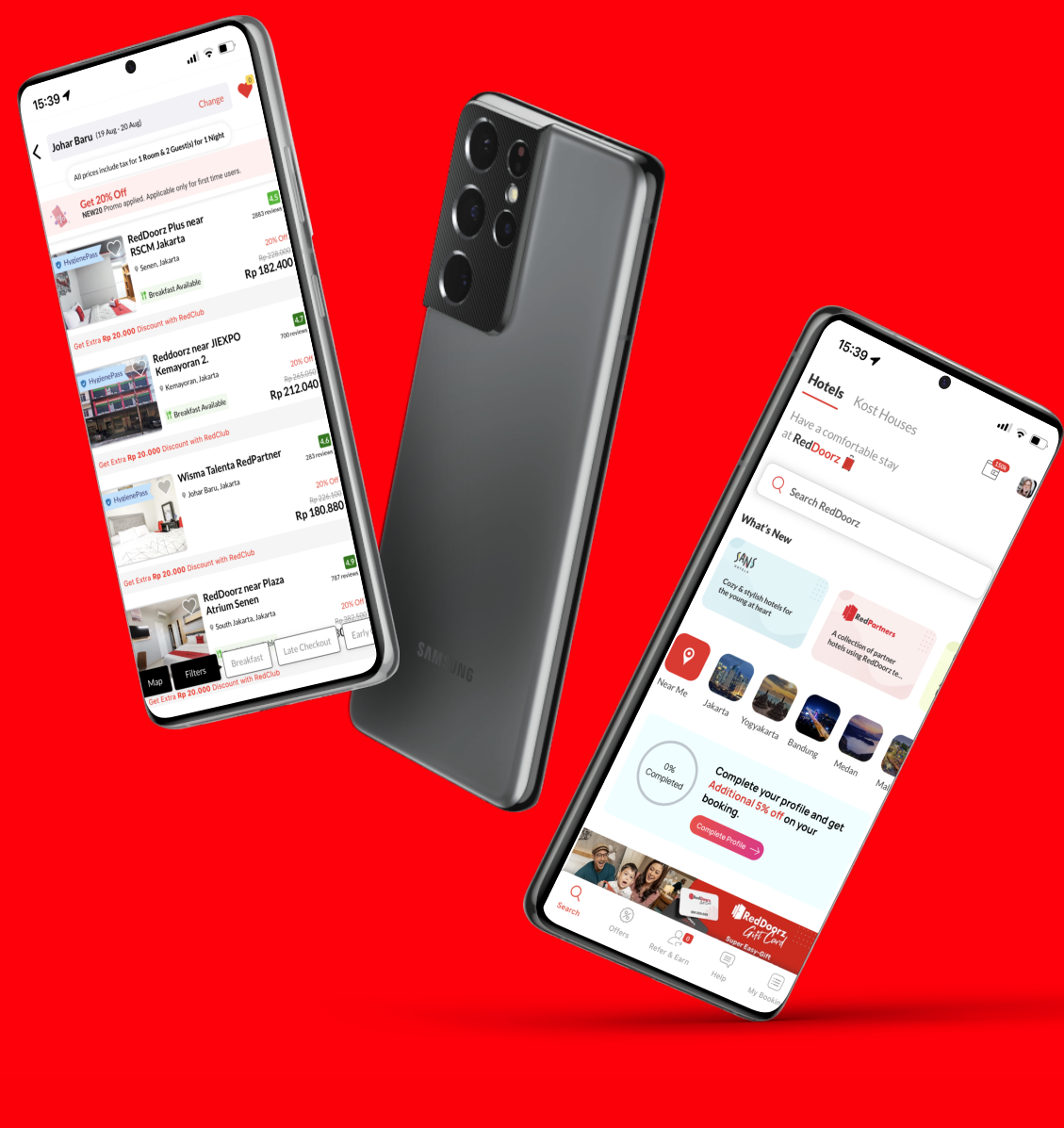


# RedDoorz

RedDoorz reached 131% growth in monthly conversions with Appnext

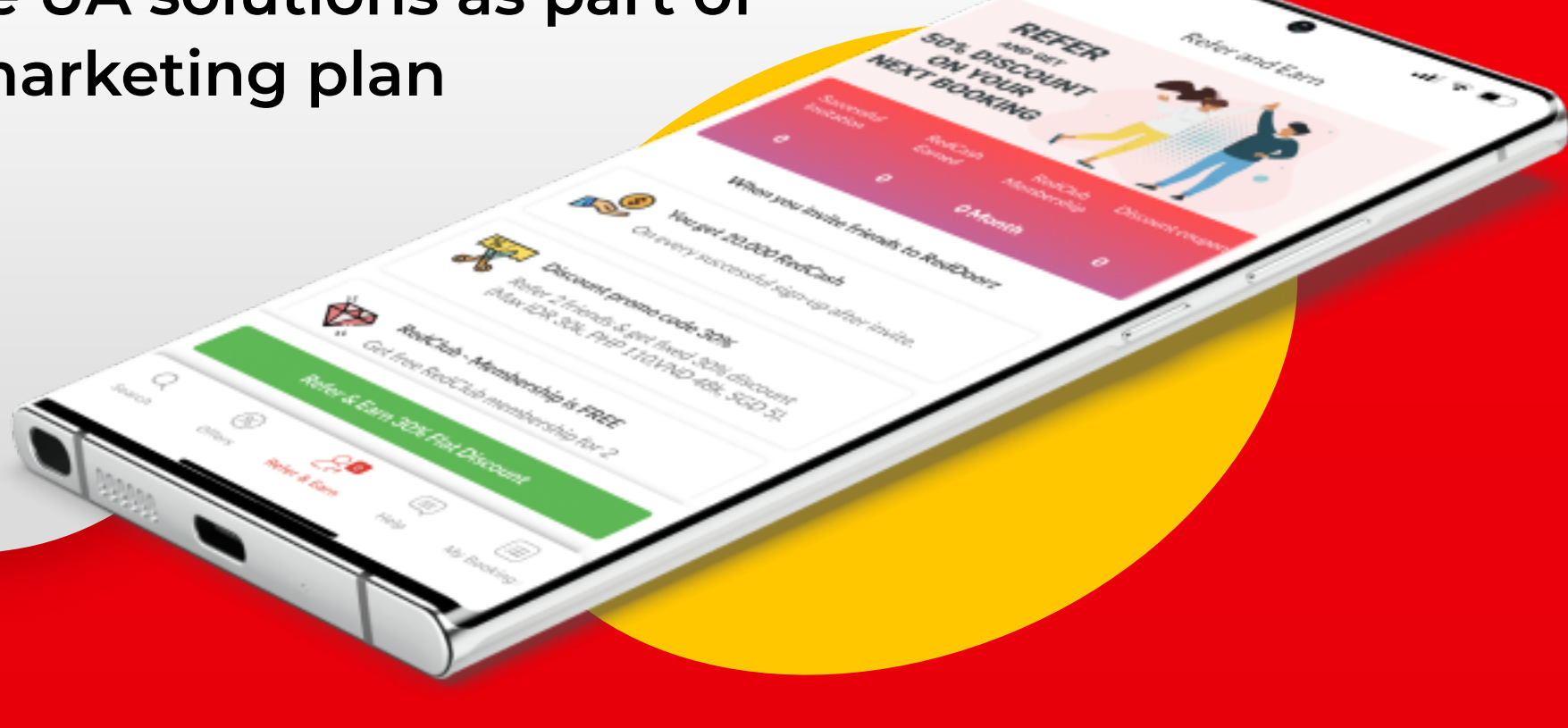


## Who is RedDoorz

RedDoorz is Southeast Asia's largest and fastest growing technology-driven hotel management and booking platform. Designed for the benefit of both travelers and hotel owners, RedDoorz has over 3,200 properties across Southeast Asia, with a vision to provide affordable, high quality accommodation in every major destination around the world. The free RedDoorz mobile app enables travelers to book a room quickly and easily, while hotel owners operating under the brand can take advantage of technology solutions to manage distribution, pricing, marketing, and enhance customer experience.

## The Challenge

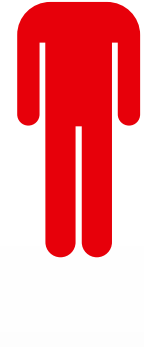
Reach new users that are not familiar with the brand via innovative UA solutions as part of their entire marketing plan



## Marketing Approach Adopted by Reddoorz

RedDoorz uses a 360-degree marketing strategy, including online and traditional media. Conscious of the increasingly competitive online hotel booking space, RedDoorz wanted to reach new users who are unfamiliar with the brand via innovative UA solutions.

## Target Audience



**Business travelers**  
20-40 years old, male and female, who often travel within Indonesia for business purposes and mostly with little pre-planning.



**Independent travelers and family travelers**  
18-40 years old, male and female, who continue to enjoy staycation holidays which became the norm during the pandemic.



## Solution provided by Appnext

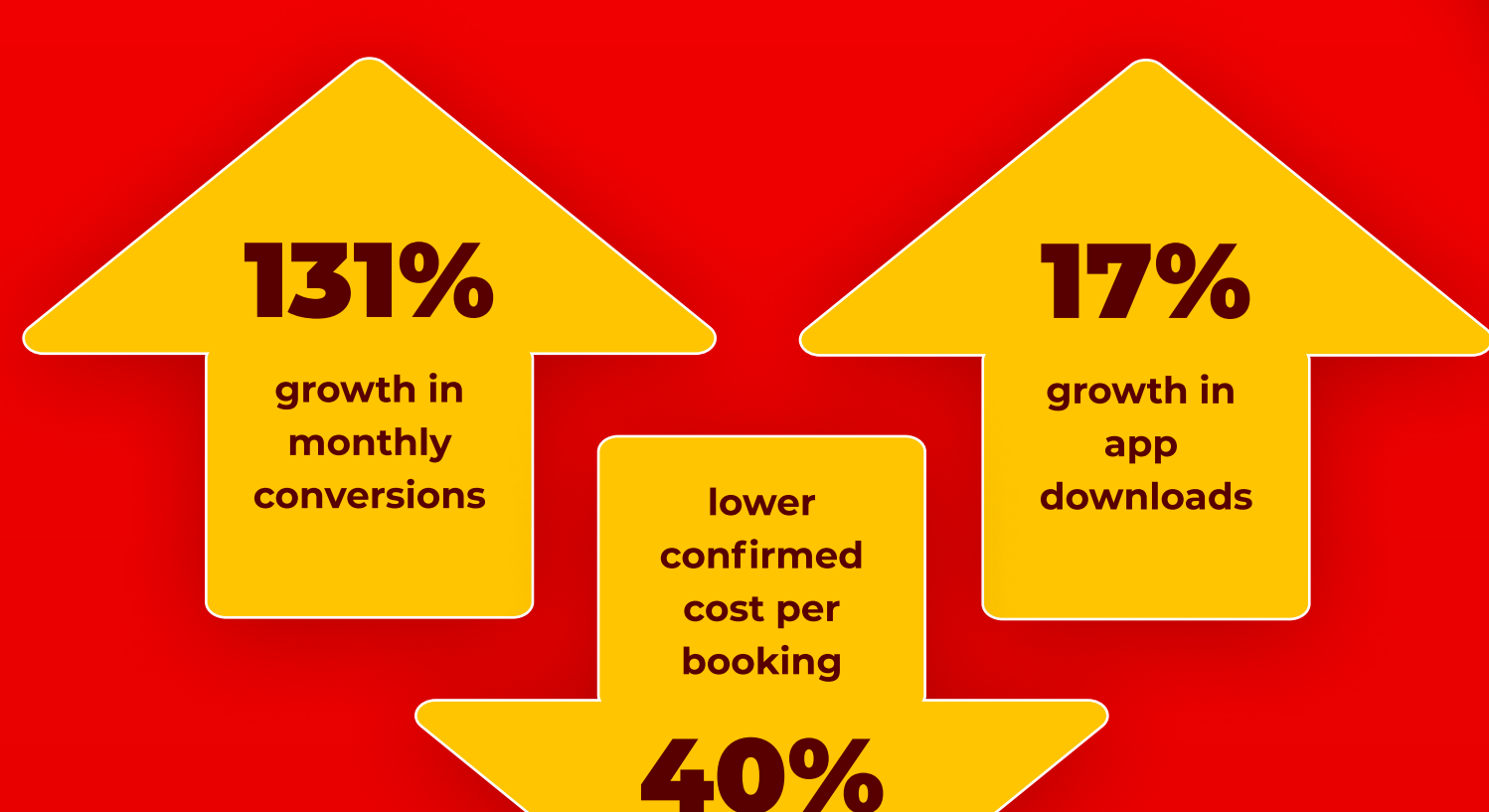
Gain a unique marketing channel to reach new users that were not exposed to the brand before.

Deliver device-level recommendations that seamlessly blends into the mobile journey of relevant users.

Target new users via a hyper-personalized targeting approach.

## Results

RedDoorz maintained a steady growth outperforming their KPI, including:



We gained unique incremental reach from Appnext's app recommendation as a new source of installation aside from the mainstream social media channels. Appnext's Android-specific install strategy significantly increased ROI as the primary target of our performance campaign.



**Angga Warella**  
Sr. Lead- Digital Marketing, Reddoorz

## Why Appnext Works

- Exclusive on-device placements
- Proprietary behavior-driven technology
- Endless mobile daily engagements

## About Appnext

Appnext is the largest independent app discovery platform, offering the only recommendation engine on the market, which encompasses both in-app and on-device discovery. Appnext discovery platform powers 7B daily app recommendations via over 20 interactions along users' daily mobile journey.

