



# 1MG

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Geo – IN

Platform – Android + iOS

Pricing Model – CPA

Flow – App Install > Register > Transaction

Traffic Type – Media Buying, Direct In-App, DSP

2

Achievements

Period – 2019

Avg daily caps achieved – 300 Transactions

KPI Achieved – D1 transactions / Installs = 6%

New Users / Transactions = 50%

We also maintained CAC below \$6.5

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1mg is a complete health app for all your medical needs where you can View Medicine Information, Buy Medicines Online, Book Lab Tests & Health Check-ups, Consult Doctors Online, Read Regular Health Tips.

Just search for your medicine, find lower priced alternate brands and save up to 90% after consulting your doctor.

1mg.com

## Save 40% on Medicines

USE COUPON  
NEW25

DOWNLOAD APP

This advertisement features the 1mg.com logo at the top left. The main headline is 'Save 40% on Medicines' in large white font. Below it, the coupon code 'USE COUPON NEW25' is displayed. To the right of the text is a white line-art illustration of a round pill and a capsule. At the bottom, there is a prominent yellow button with the text 'DOWNLOAD APP'.

1mg.com

## Save 40% on Medicines

USE COUPON : NEW25

DOWNLOAD APP

This advertisement is similar to the one above but features a larger white line-art illustration of a round pill and a capsule in the center. The text and button are consistent with the previous ad.

1mg.com

## Save 40% on Medicines

USE COUPON : NEW25

DOWNLOAD APP

This advertisement is the smallest version, featuring a smaller white line-art illustration of a round pill and a capsule. The text and button are consistent with the previous ads.