



Likee

1

Client's target: get high amount of qualified users in IN market

Geo: IN

Platform: Android

Pricing model: CPI

Traffic Type: Non incent

Period: Jan 2019

2

Monthly Installs (or other goals): 450k installs

KPI: RR above 45%

0

Likee (formerly LIKE video) is a prominent global short video creation platform, with cutting-edge special effects video shooting and editing tools. Cutting-Edge Tools. Highlights: Providing Cutting-Edge Editing Tools, Founded In 2017.



Likee - Formerly Li...

RETENTION REPORT Data up to date through: Sep 1, 2019 23:59 (UTC)

Report Settings

Media Source: All | India (IN) | Date range selection: Daily | Weekly | Jan 1, 2019 - Jan 31, 2019

Group By: Media Source | Min Cohort Size: 1

Add More Filters | Apply Filters | Export CSV

Media Source	Install Day ↓	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
mobupps_int	100% 453,090	46.58% 211,035	36.43% 165,080	31.48% 142,620	29.06% 131,649	26.87% 121,723	24.87% 112,673

