



BEST MOBILE APP



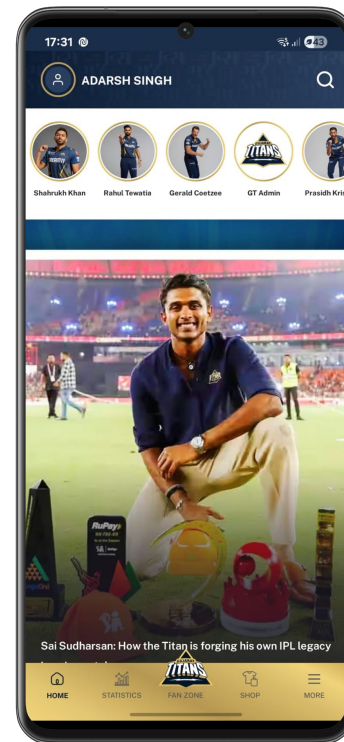
REDEFINING FAN ENGAGEMENT



Built as a one-stop destination for Gujarat Titans supporters, the **Titans FAM App** offers more than just match scores.

It gives fans access to ticketing, exclusive content, interactive games, and a rewarding loyalty ecosystem.

Designed with a **community-first approach**, it reimagines what a sports app can truly offer.



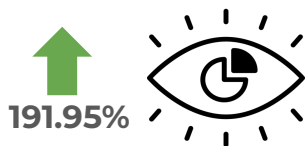
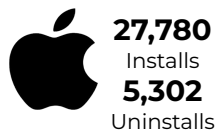


APP PERFORMANCE

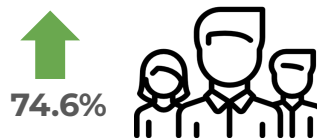
APP PERFORMANCE



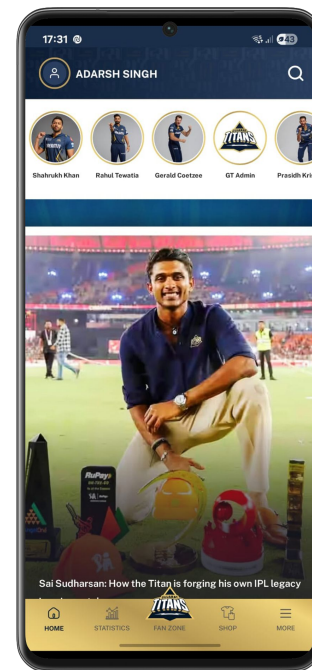
759,338
Total Downloads



19.4 M+
Screenviews



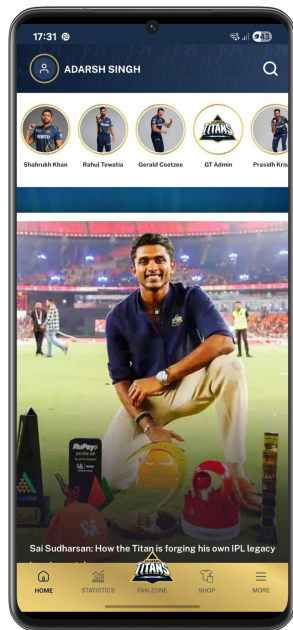
23,938
Avg. DAU





IMMERSIVE & INTERACTIVE EXPERIENCES

INTERACTIVE EXPERIENCES



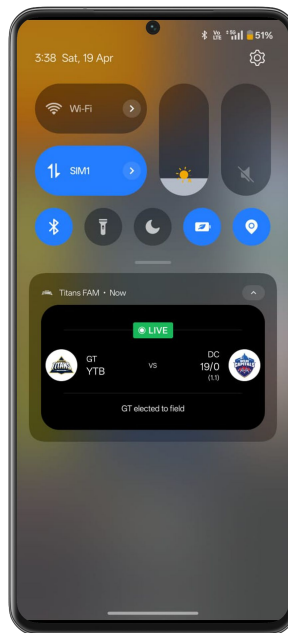
Player Stories

3.5M

Clicks

227.2K

Users



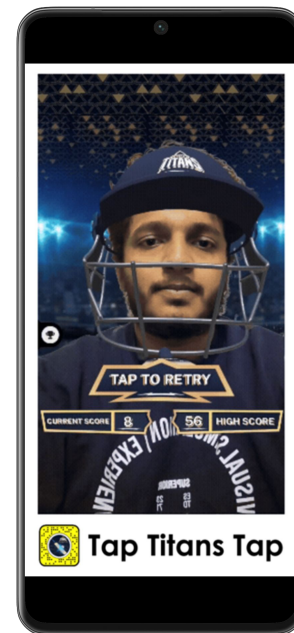
App Widgets

4.6K

Additions

1.9K

Users

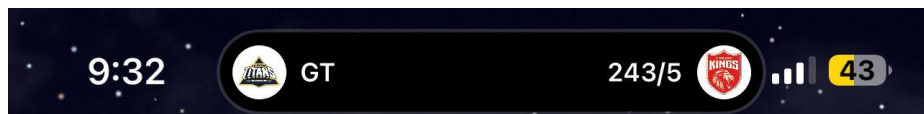


AR Filters

INTERACTIVE EXPERIENCES



Streaks & Badges



iOS - Dynamic Island



CONTENT THAT DELIVERS

EXCLUSIVE CONTENT



Videos



Titan vs Titan 🕶️

20.9K+

Views

13K+

Unique Users

Photo Albums



10.9K+

Views

8.2K+

Unique Users

Articles



Shubman Gill is ICC Men's Player of the Month for February 2025

12.2K+

Views

8.6K+

Unique Users

GT Shorts



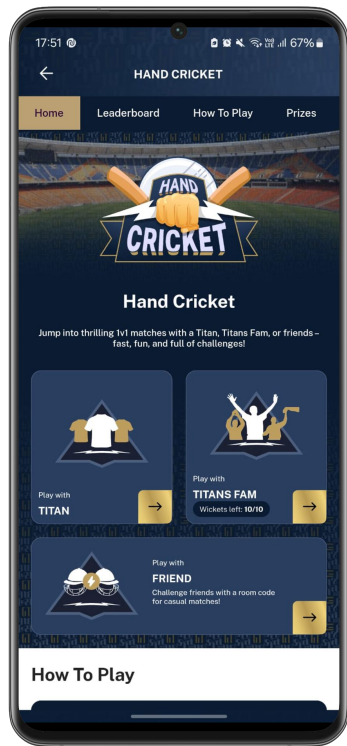
22.6K+

Plays



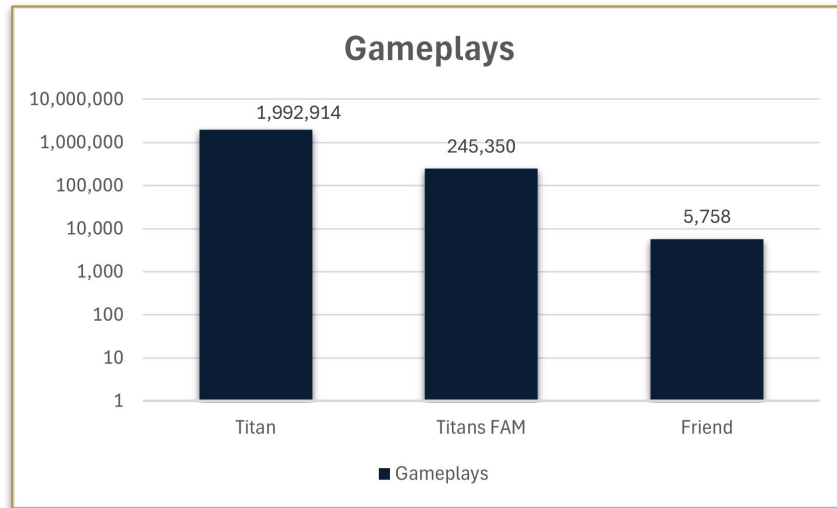
GAMIFIED ENGAGEMENT

HAND CRICKET



2.24M+
Total Plays

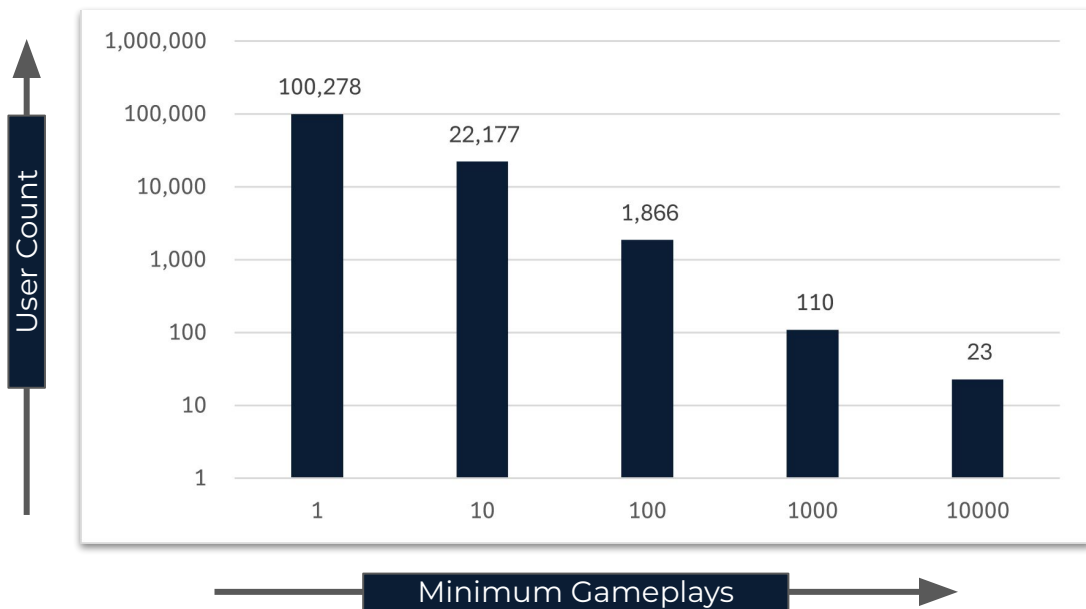
110K+
Total Unique Users



Key Insight: Hand Cricket—a GT-exclusive casual game—drove 2.24M+ plays, with players showing **86% higher content consumption** and **2X app opens vs. all users**.

It also contributed to a **significantly more stable DAU curve in 2025**, with **52% fewer sharp drops** and improved day-on-day retention compared to 2024.

HAND CRICKET



**Hand Cricket Became A
Go-To Game for Users:**

**22k Played 10+ Times,
23 Played Over 10K Times**

CASUAL GAMES



MOL

↑ 483,426
39.17% Total Events

↑ 40,879
97.99% Unique Users



QUIZ

↑ 214,763
296.7% Total Events

↑ 86,778
217.71% Unique Users



POLL

↑ 241,356
218.24% Total Events

↑ 75,752
172.23% Unique Users

- **3X+ growth driven by frequent update cycles** and regular campaign outreach across games.
- Among 103K users engaging in Poll, Quiz, or More-or-Less, **over 33K (~32%) participated in all three**, showing strong cross-format affinity and opportunity to convert the remaining 70K with targeted nudges and rewards.
- While Quiz attracted the largest audience, **More-or-Less engaged the most committed users**—81% of whom also participated in Quiz and Poll—making it a strong driver of full-funnel engagement.



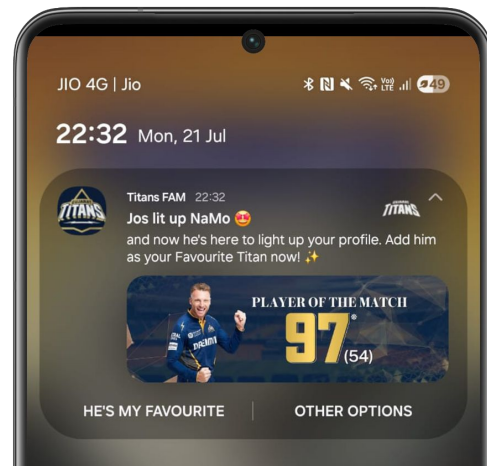
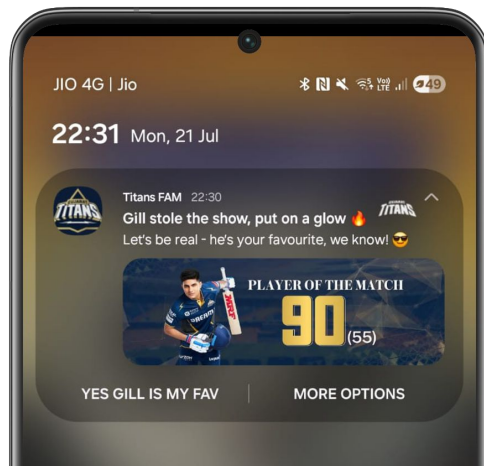
REWARDED INTERACTIONS & FAN PROFILING

GAMIFIED FAN INTERACTION



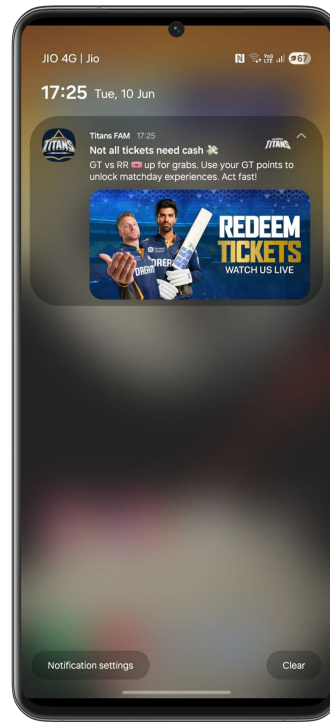
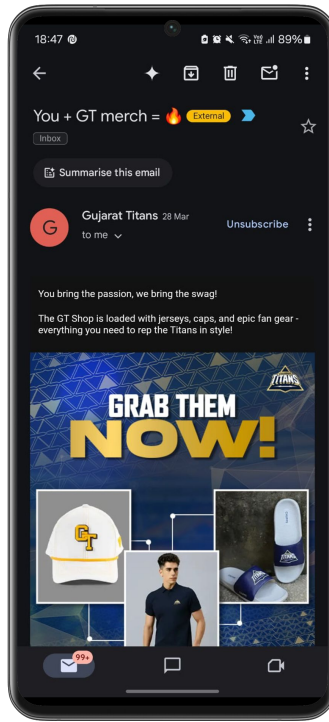
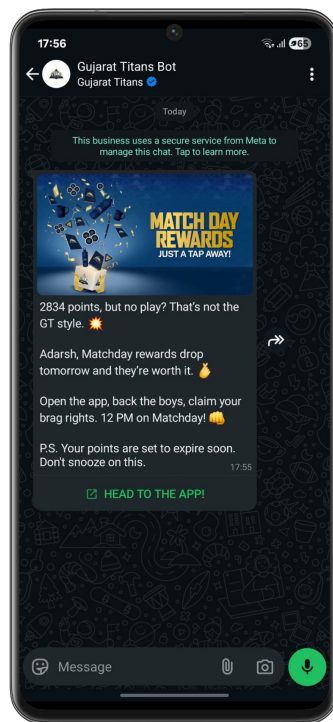
**HTML-customisable In-App Popup,
themed as a Holi Spin-the-Wheel,
recorded 6.8K+ impressions,
with a standout
5.6K+ unique participants
engaging with the activity.**

ONE-CLICK INTEGRATION



Single-tap profile enrichment via push, powered by connector webhook integration, enabling instant sync across MoEngage and GT database.

OMNICHANNEL FAN COMMS



3.17M+

Overall Reachability

2.9M+

WhatsApp Reachability

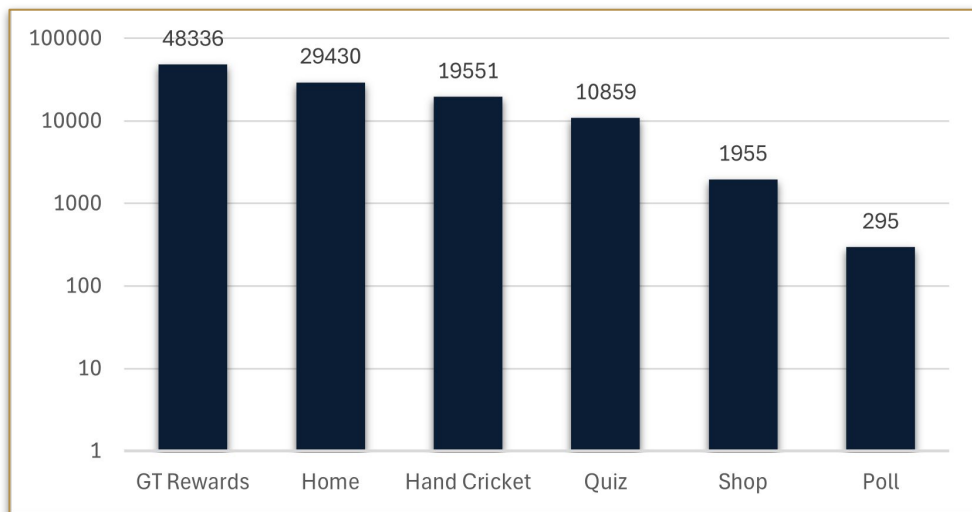
214K+

Push Reachability

1.78M+

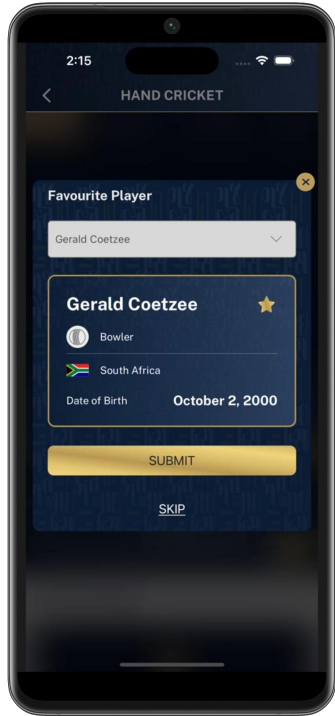
Email Reachability

82.9k In-Season Users Enriched Profiles Driven Via Progressive Fan Profiling Strategies



*Users Engaging with Progressive
Profiling Across App Screens*

Screen Name	Attributes Captured
Fan Loyalty (GT Rewards)	Gender, Email ID
Hand Cricket, Poll, Quiz, Shop	Favourite Titan
Home	First Name, Last Name, Date of Birth

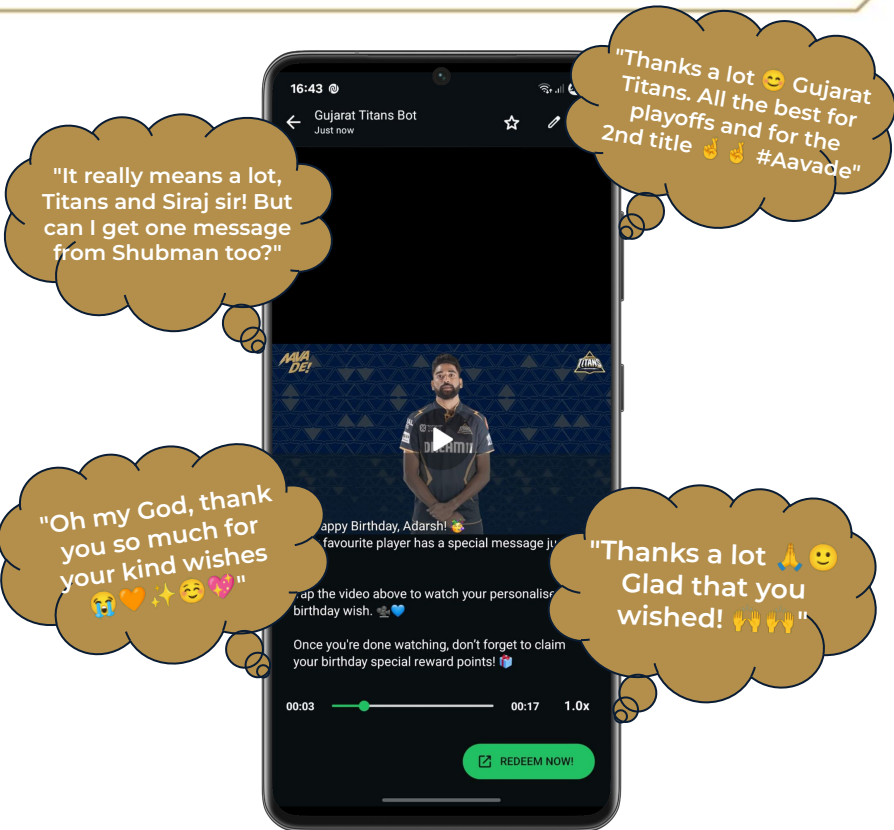


The Hand Cricket page accounted for **24% of the 83.4K** in-season profile enrichments through progressive profiling*.

***Note:** Progressive Profiling was set up on multiple pages inside the App, with relevant attributes being captured on these pages, with an aim of achieving a Customer 360 database



AI-DRIVEN PERSONALISATION



Personalised Birthday wishes from

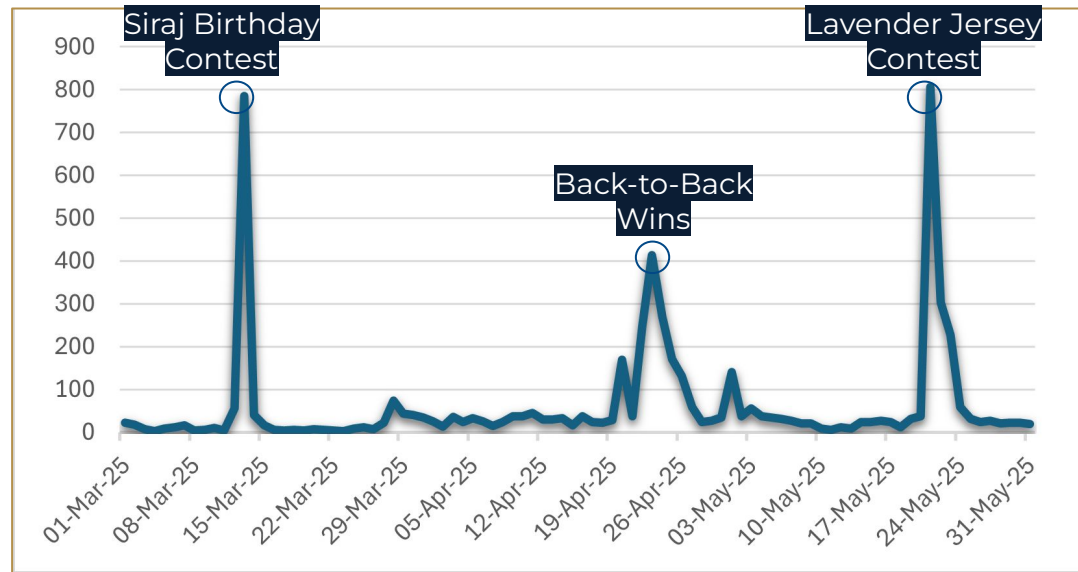
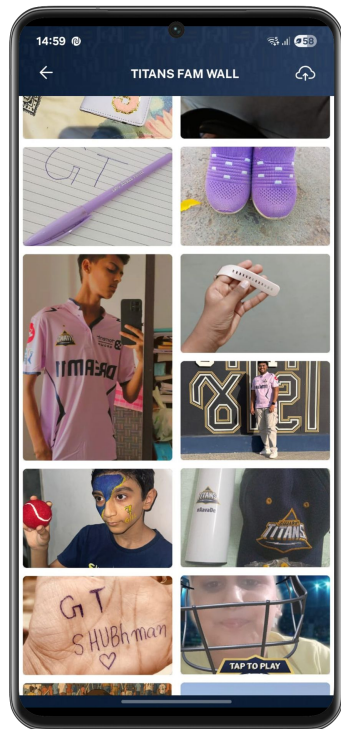
Favourite Titan AI Avatars* sparked special fan reactions

*Select Available Avatars



FAN-DRIVEN COMMUNITY

USER-GENERATED CONTENT



FAM Wall Submission Events

5571

Total
Submissions

3362

Unique
Users

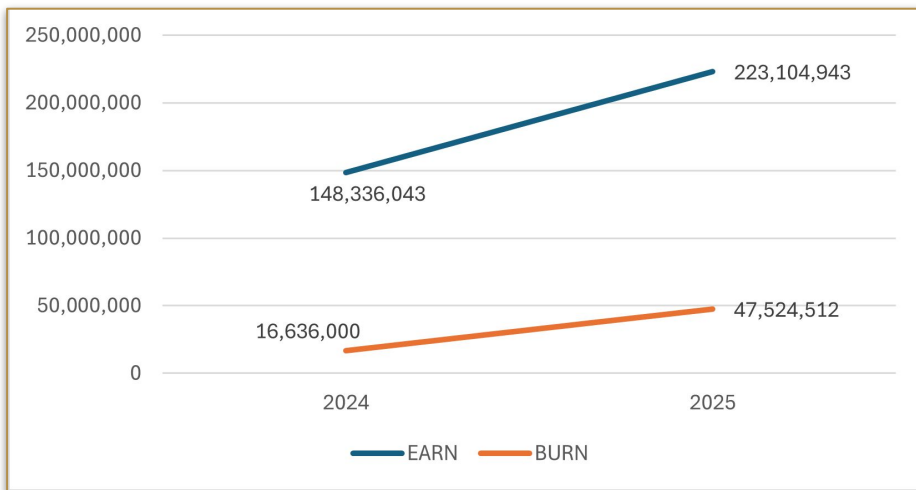


LOYALTY, ACCESS & COMMERCE

FAN LOYALTY PROGRAM

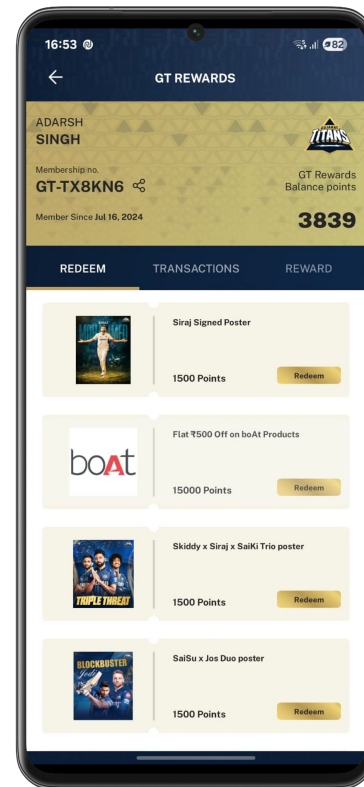
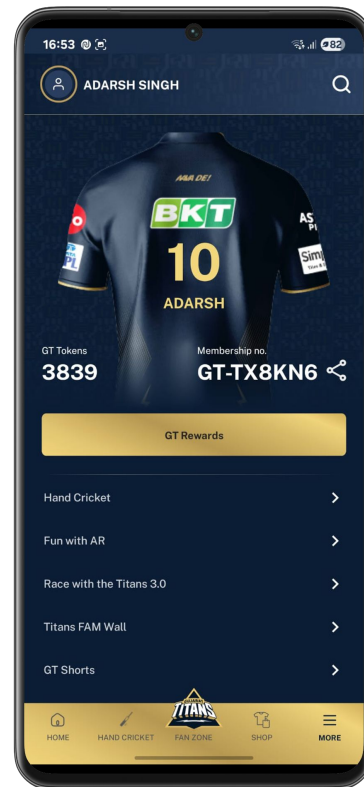


Celebrate Loyalty. Unlock GT Rewards. Stay in the Game.



GT REWARD POINTS (CUMULATIVE)

15% Rise In Points Earned By Average User, Accelerated Redemption Rates With Burn/DAU Spiking By ~118%



Your One-Stop Shop For Anything & Everything GT!



2K+

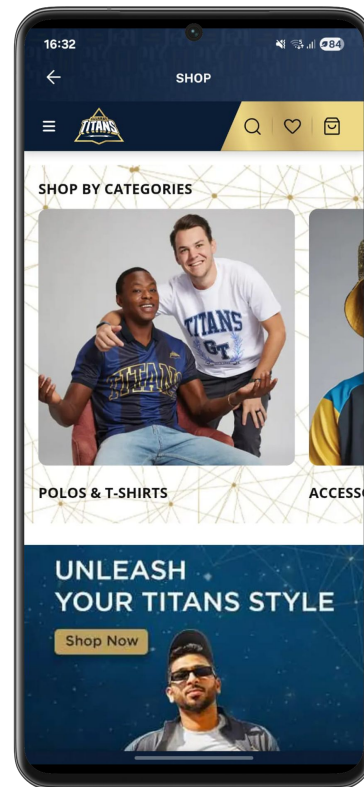
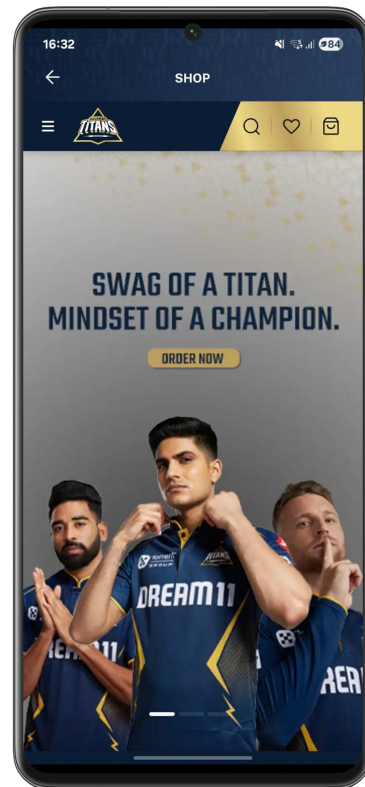
Total
Purchases



1.3K+

Total
Unique
Users

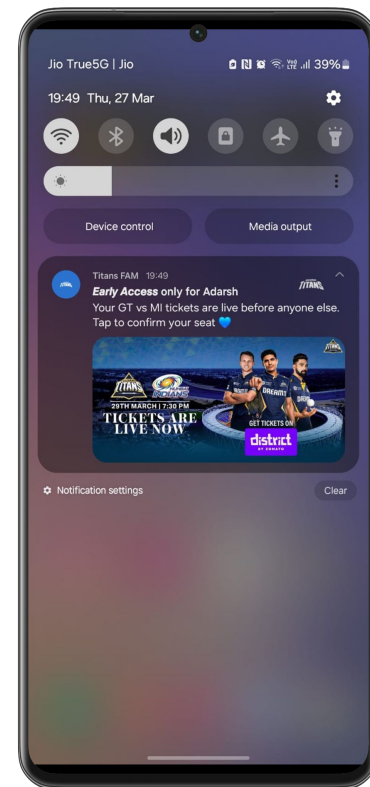
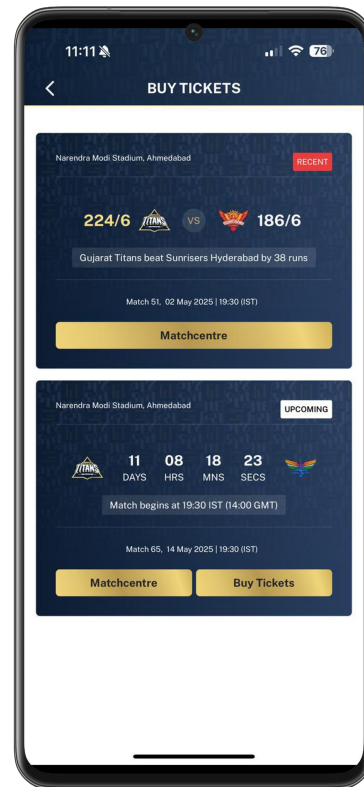
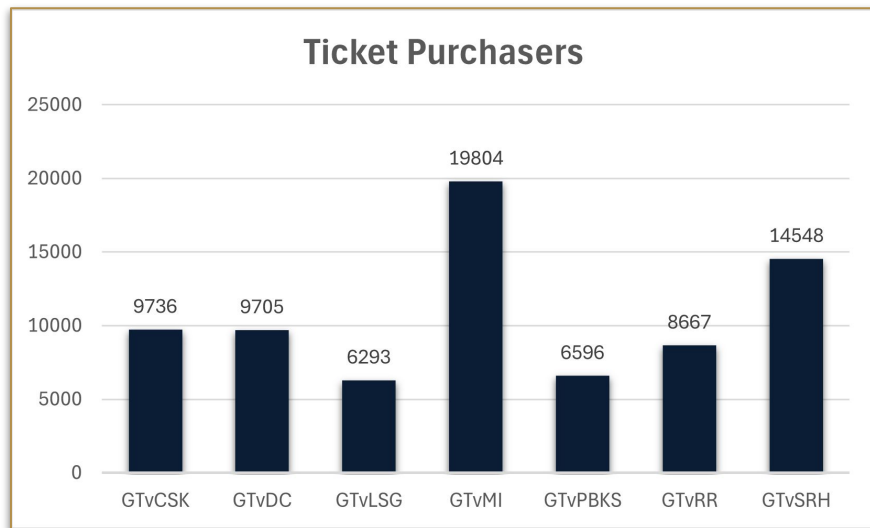
**250K+ UNIQUE
SHOP VISITORS**



TICKETING



Integrated Ticketing Setup & Comms Driving Sales



**AIVA
DE!**

