



fuhla

Empower your app with
Fuhla Community!

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A product of YToday Sdn. Bhd.

Problems



Difficulties
Capturing Targeted
Audience



Heavy
marketing cost

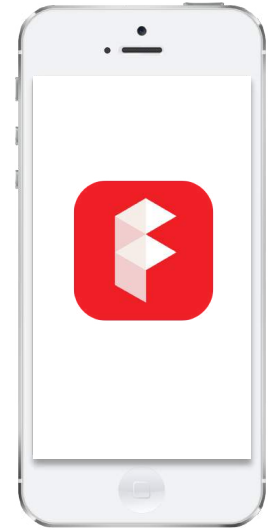


Where to start?
Google Ads?
Facebook?



How to build
a community?

What We Offer



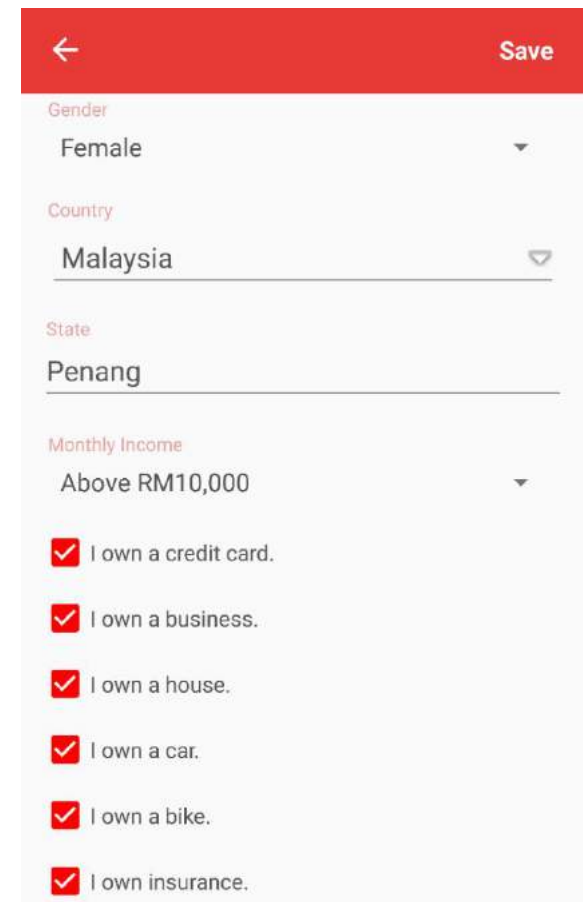
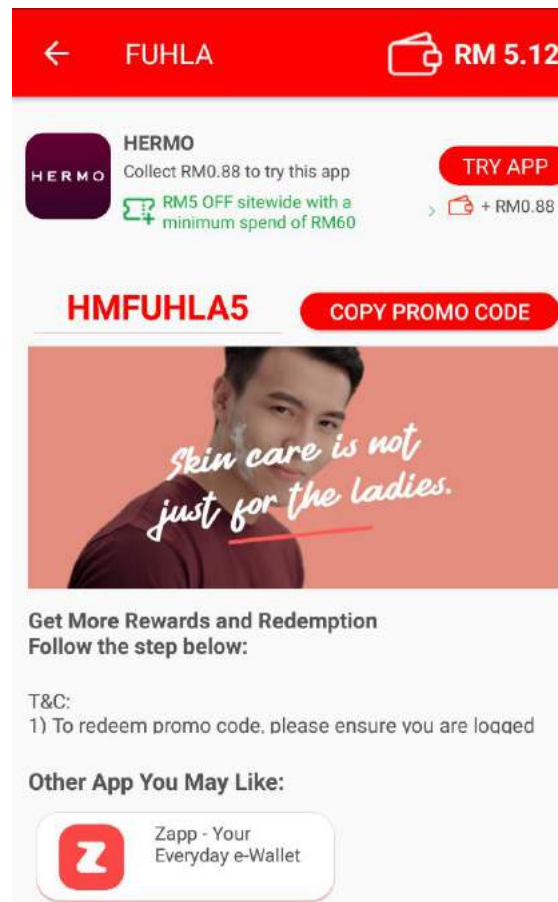
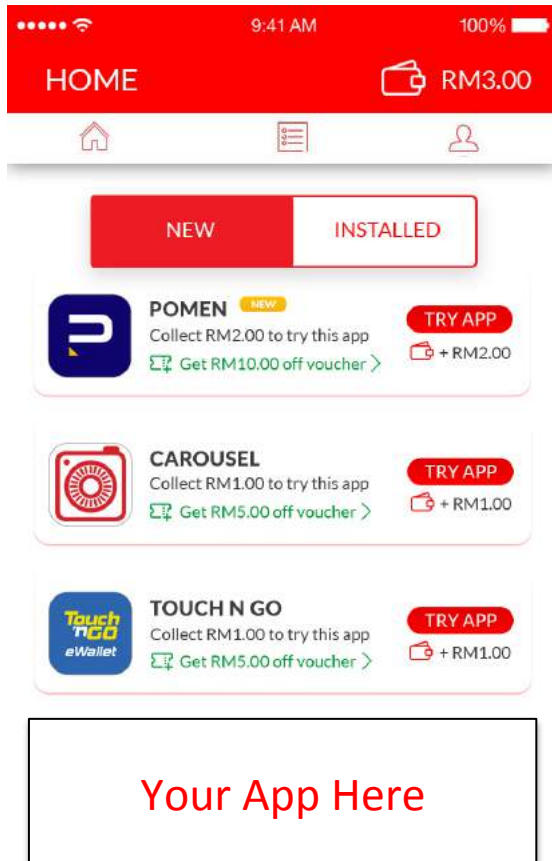
- Shared marketing cost with other startups
- Building a community for your app
- Clear target audience



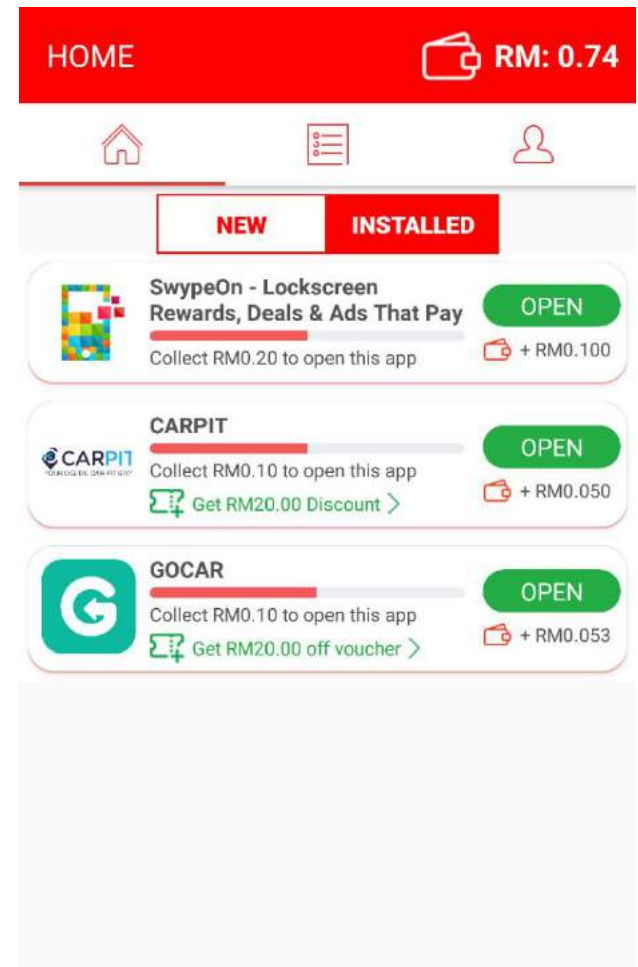
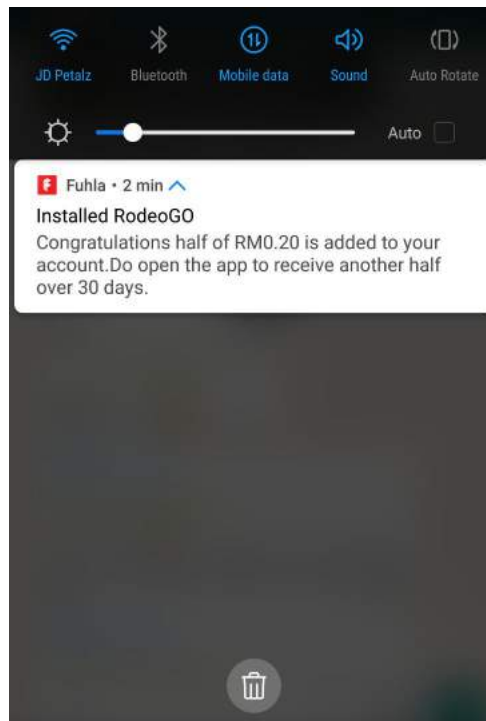
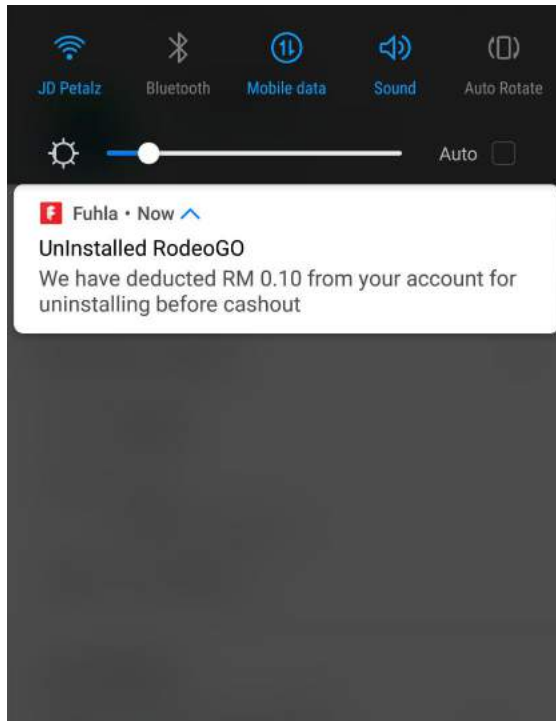
How We Do It

- Listing your app with Fuhla store.
- We share our advertising revenue with early adopters of technology to try your app and share with friends and family.
- We track users if they already have your app. You are paying for NEW user acquisition.

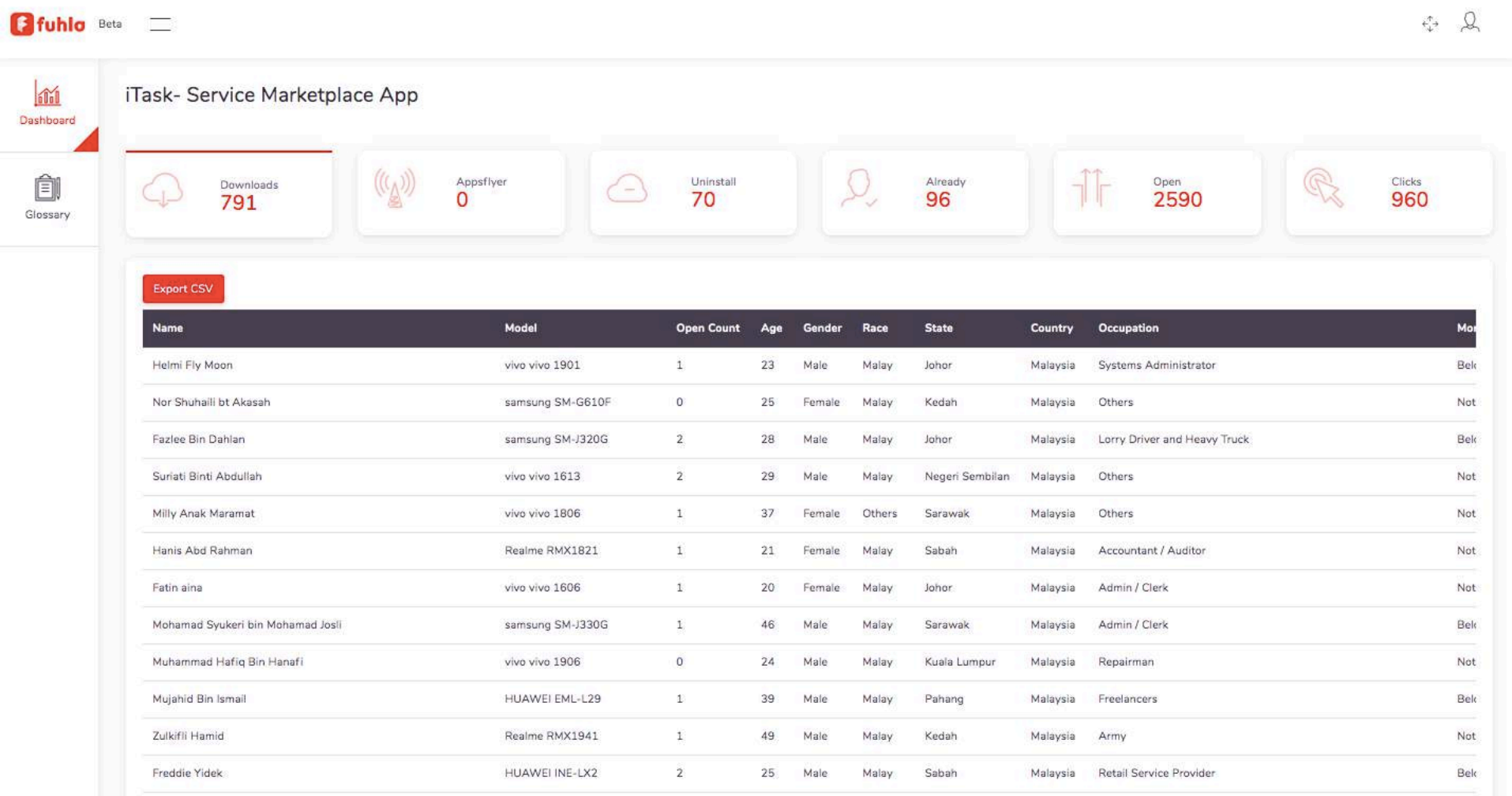
How We Do It



How We Do It



Dashboard Provided To Client



Who are Fuhla Users?

DEMOGRAPHICS



Malaysians and
Foreigners that are
currently residing in
Malaysia.

AGE GROUP



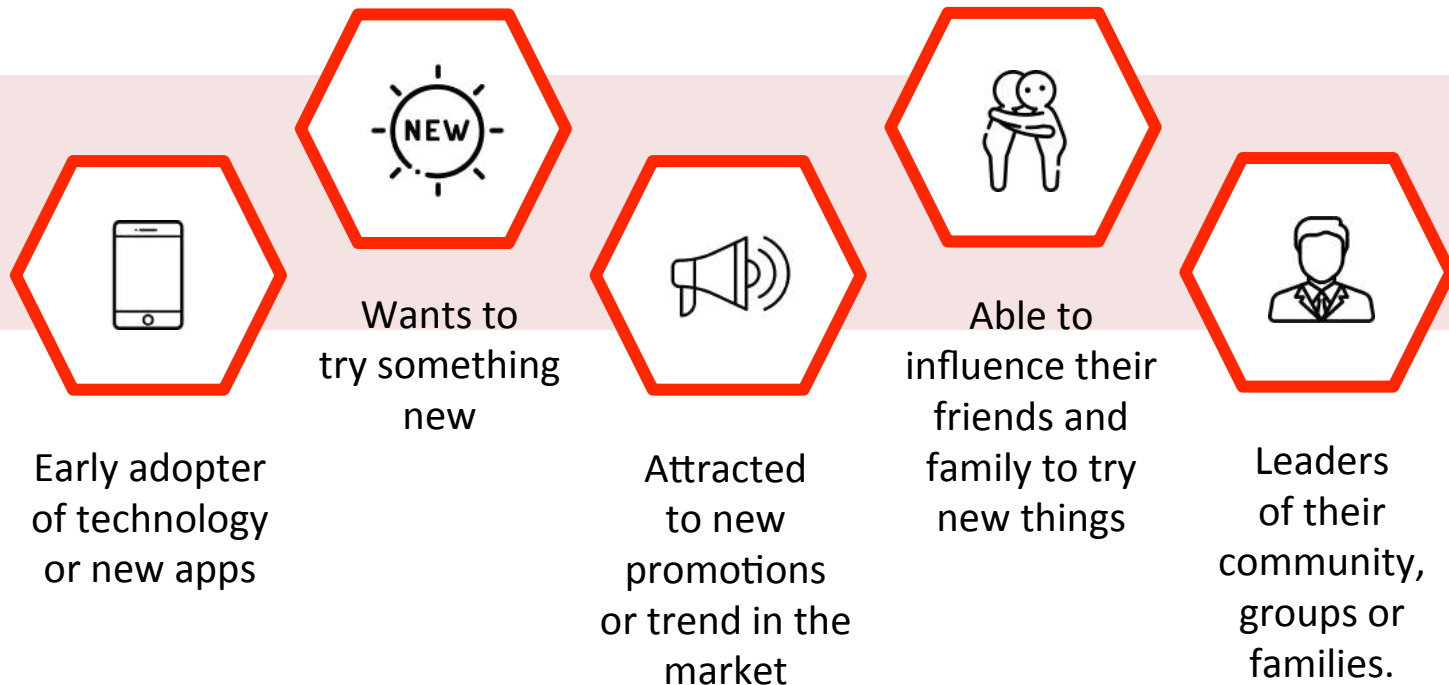
Age between
18 – 55 years old

SMARTPHONE USERS

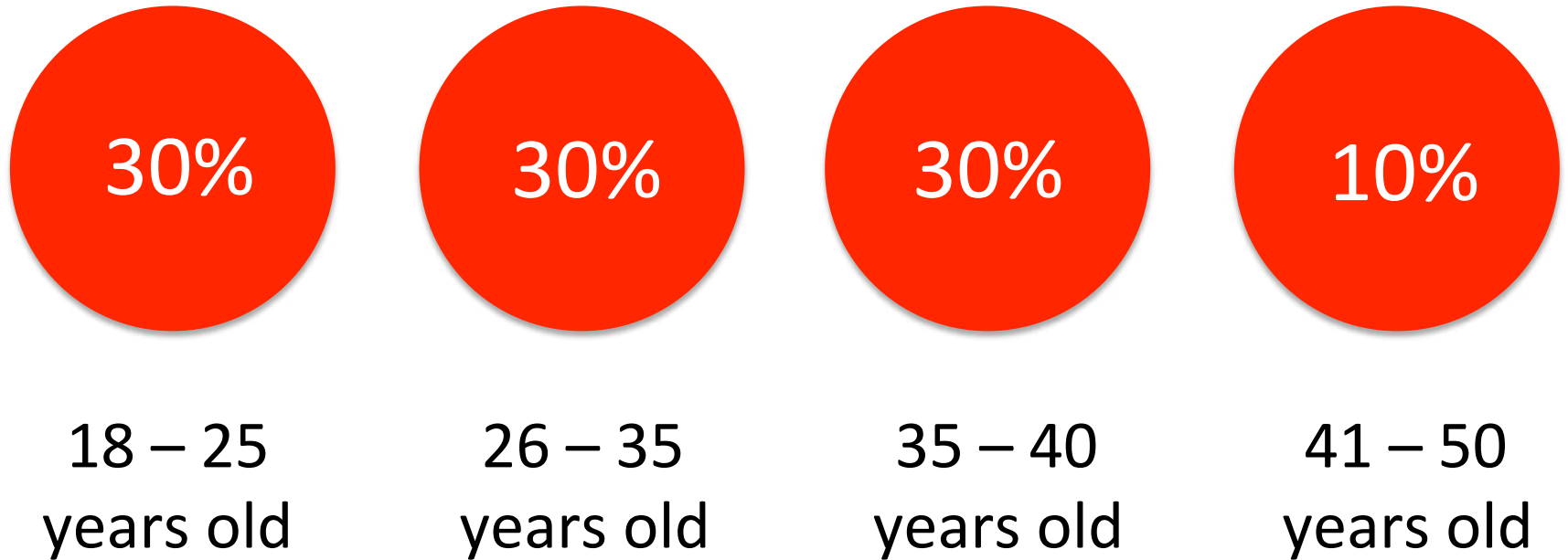


Android
Smartphone
Users

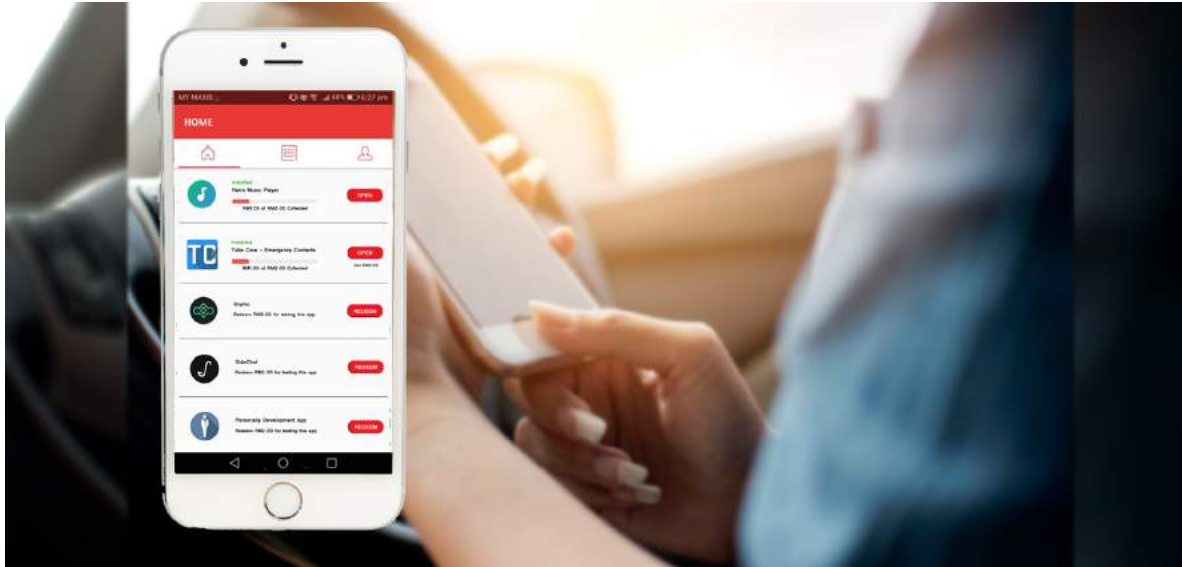
Fuhla Users Behaviours



Our Target Audience for Fuhla Store



First 45,000 ++ users demographic



Our Plans



Targeting
50 app
owners



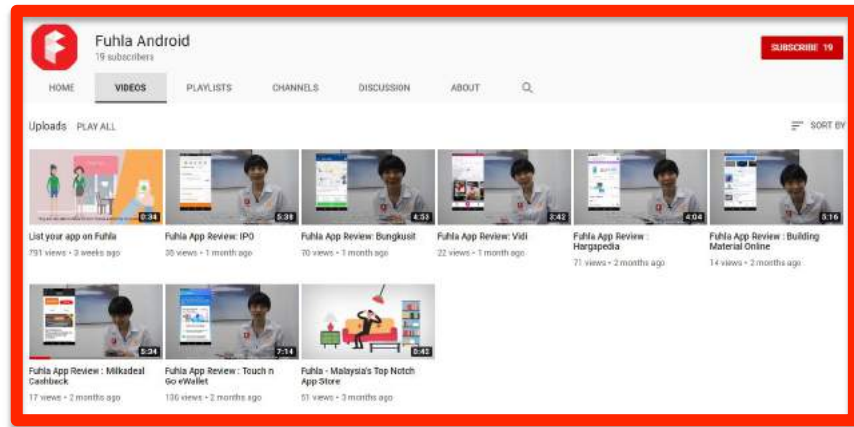
Focusing on
20,000 – 100,000
users on boarded



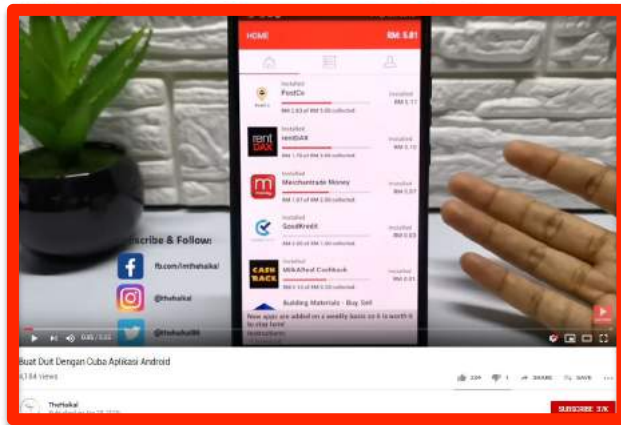
Events, online,
on-ground,
peer-to-peer
marketing



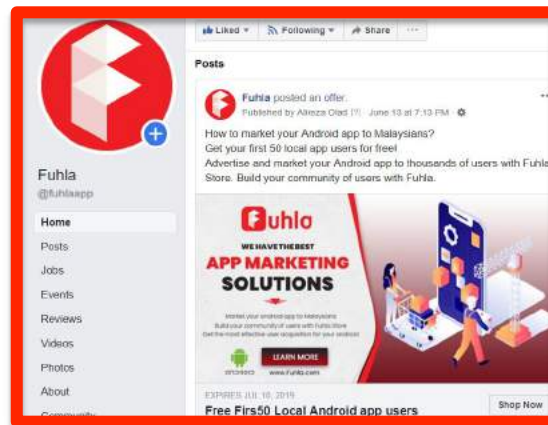
Car Wrap
(50,000 eyeballs)



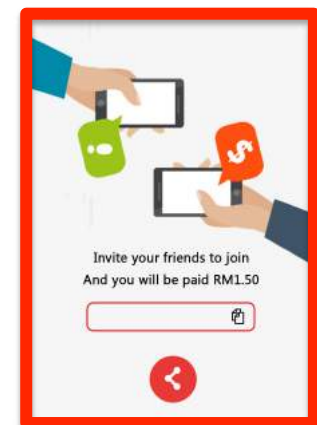
Client app reviews



Influencer – YouTuber
(30,000 followers)



Digital Marketing
(100,000 impressions)



Peer to Peer Referral
(1,000 new user per week)

What We Had Done.....

Our Clients



Rentdax



Bungkust



Touch N Go



Our Case Studies

XTVT App

User Acquired : 6,059 installed
Open App: 41,145 times
Clicks: 13,907 times

Duration: 25/6/2019 – 16/8/2019
(1 month and 2 weeks)

Target Audience: Loves Travelling.

Promo: XTVT collaborated with OYO rooms to give out RM30 vouchers to Fuhla community users.



Our Case Studies

Touch N Go App

User Acquired : 3,672 installed

Open App: 18,955 times

Clicks: 12,528 times

Duration: 16/6/2019 – 16/8/2019
(2 months)

Target Audience: Retention of Users.
Reactivating users that uninstalled
TNG app.

Promo: RM6 softpins given out to
Fuhla community.



Our Case Studies

Casinsanity Slot

User Acquired : 2,028 installed

Open App: 12,401 times

Clicks: 4,359 times

Duration: 16/7/2019 – 16/8/2019
(1 month)

Target Audience: Gamers.
Introducing app to the gamers
community in within Fuhla.

Promo: Spin and win



Customer Journey	Timeline
1. On board Client App on Fuhla	1 Day
2. Notification to All Fuhla User(s)	1 Day
3. Allow 3 Week(s) of installation to take place	3 Weeks
4. Install – Create Video Review/ Email Promo	Monthly
5. Not yet Install – Email Promo	Monthly
6. Un-install – Understand why and gather feedback from Fuhla community	Monthly
7. Monthly billing cycle on successful installed	Monthly

Our Customer Journey.....



GET RM 4 OFF

We noticed you have downloaded Dacsee

Next is to try this promo code given to you! Copy this promo code and use it on Dacsee

Kami mendapati anda telah muat turun Dacsee
Sekarang, cuba promo code ini! Salin promo code di bawah dan menggunakan di Dacsee

FUHLA

What you should know before Redeem?



Dacsee

Promo code: FUHLA

*Code expires by 31st January 2020.

*Every Fuhlo member is entitled to one time RM 4 OFF any ride.

*Tolls are excluded in fare price.

Dacsee, a social ride-hailing platform where you as a passenger can now customise your riding experience! From our variety of Joy Driver communities, you can choose for the one that best suits your interest or liking. Otherwise, our Standard Drivers communities are still popular options! With dacsee, you can also build your network of friends and referrals when you ride. As your network grows, your passive income grows too! This is because dacsee is inherently built upon strong social values and we take a bold step in sharing with our users. Be part of the dacsee community today to support a social platform that aims to revolutionise the way we hail for a ride.

OPEN APP AND USE

Are you following us on social media?



Automatic Email After User Installs

Price for clients who have less than 10,000 users on Google Play Store

RM10.00

per download

Less than
1,000 downloads

RM8.00

per download

Above 1,000 and less than
5,000 downloads

RM6.00

per download

Anything above
5,000 downloads

Price for clients who have less than 50,000 users on Google Play Store

RM4.00

per download

Less than
2,500 downloads

RM3.50

per download

Above 2,500 and less than
10,000 downloads

RM3.00

per download

Anything above
10,000 downloads

Price for clients who have less than 100,000 users on Google Play Store

RM2.00

per download

Less than
5,000 downloads

RM1.75

per download

Above 5,000 and less than
30,000 downloads

RM1.50

per download

Anything above
30,000 downloads

All prices above excluding 6% SST tax and Additional 25% per filter (Age, Location, Gender, Interest)

How the installation works	Remark
1. User Install your app	Before Fuhla
2. User Install Fuhla	We start tracking here
3. Fuhla detects your app already exist	User will never see your app again on Fuhla

What you need to know..

How the installation works (User)	Remark
1. User Install your app	Before Fuhla
2. User Uninstall your app – left you	Before Fuhla
3. User Install Fuhla	We start tracking here
4. User Install your app through Fuhla	You are only charged ONCE
5. User Uninstall your app	After Fuhla
6. User will never see your app again	N/A

****If you want to exclude users whom already left you before, additional RM2,000 API installation fees will be applicable**

TO BEGIN..

What we need from you



Android app URL



Weblink



Logo



How many quantity you are looking at

