

Company: MPL & CleverTap

Nomination Submitted by: CleverTap

Company Description: CleverTap is the all-in-one engagement platform that helps brands unlock limitless customer lifetime value by helping them create personalized experiences to retain their most valuable customers. The platform empowers businesses to orchestrate experiences for individuals across their lifecycles and design personalized journeys that span a lifetime.

Nomination Category: App Categories

Nomination Sub Category: Games

Nomination Title: The Game Behind the Game: Real-Time Lifecycle Marketing

1. Date this app or site was first released:

Mobile Premier League (MPL) is India's leading skill-gaming platform, founded in 2018 to empower game developers and provide users with a seamless, competitive gaming experience. With a diverse portfolio of 60+ games—including sports, puzzles, casual, and board games—MPL hosts hundreds of millions of tournaments each month, positioning MPL as a dominant force in international mobile gaming. Its campaigns span vernacular nuances, underscoring regional relevance and inclusivity, while serving millions of monthly active users.

2. Briefly describe this mobile site or app's objectives and how it has met those objectives (up to 200 words). If applicable, include here the platforms your app supports:

Total 201 words used. If the word count is more than 25 words over the limit, please deduct one (1) point from your score.

MPL doesn't just offer games—it gamifies the entire customer lifecycle. In partnership with CleverTap, it redefined mobile engagement as a real-time, hyper-personalized experience across onboarding, retention, and reactivation stages.

While new users were activated with smart nudges and FOMO-led discovery, and repeat users were retained through leaderboard loops and surprise bonuses, the real breakthrough came in reactivating dormant users. MPL introduced a **Cutting-Edge Immersive Gaming Experience** designed specifically for inactive users.

Instead of asking users to reinstall or update the app—a major drop-off point—MPL let them **play first, commit later**. A lightweight, **web-based gaming preview** was delivered via a personalized WhatsApp link. With **zero downloads or logins required**, users could launch and play a game instantly. Each experience was enriched with **tailored incentives** like deposit cashbacks, timed to the user's peak activity.

The results were game-changing:

- **2X margin contribution, 2X GMV/user, 2.5X gameplays/user**
- **2X deposits/user, 3X deposit amount/user**
- **28% CTR uplift, 18% jump in Click-to-Page visits, and**
- **114% boost in install conversions**

Every moment was **inconspicuous, instant, and intelligent**, proving MPL isn't just a gaming app—it's a real-time engagement engine that plays the long game with one-tap gameplay, no downloads, personalized incentives, predictive retention, multilingual outreach & CLM gamified journeys.

3. Provide the applicable creative and production credits for this entry:

MPL's campaigns are powered by CleverTap as its customer engagement platform.

Attachments/Videos/Links:

[The Game Behind the Game: Real-Time Lifecycle Marketing](#)



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