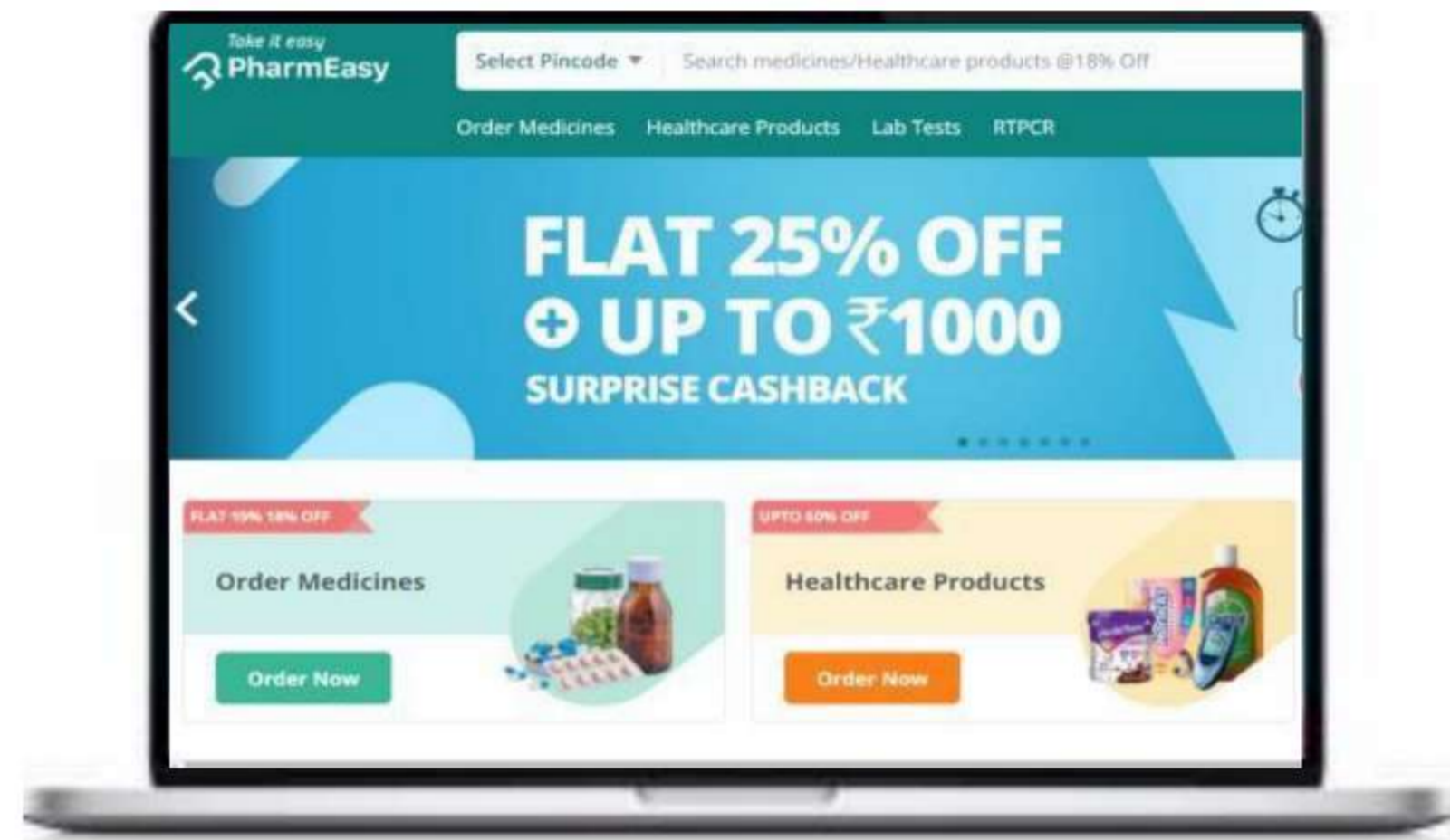


# Goal

Maximizing Medlife's user base through app installs



## Strategy:



Initiated a Universal App Install campaign, based on AI, to maximize the number of app downloads Targeting Tier 1 Cities



Maximised outreach through effective ROI campaigns on Facebook and YouTube

