

# Improving top of the funnel for Dream11's fantasy gaming platform

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## Context

The aim of this document is to come up with an approach for improving the top of the funnel activities, namely awareness and acquisition via PowerPlay Program, for Dream11's fantasy gaming experience. Dream11 has grown incredibly well as a competitive gaming platform and has seen promising early results with its interactive fantasy gaming platform intertwined with its subsidiary 'FanCode', providing an ad-free multi-sport aggregator platform, offering a mix of content, commerce, and community engagement platform. These features are meant to improve overall retention for Dream11, open up new avenues for monetization and be considered as an exclusive destination for sports fans in India.

## Understanding Dream11

Dream11 is an Indian fantasy sports platform that allows users to play fantasy cricket, hockey, football, kabaddi, and basketball.

**Revenue Levers:** 20% of the total money pooled is deducted as commission while the remaining 80% is distributed amongst the winners.

**Cost levers:** Technology upgrade and maintenance, human capital, advertisements.

The Application is not available on Google Playstore & Apple Appstore due to Legal regulations. It can be downloaded via the brand's online website by sharing the user's mobile number (FanCode App has not been considered here)

## Understanding Dream11 users

Most of their users belong to the 20-35 years of age group with different mother tongue and educational backgrounds.

### User Categories:

- **Pro User:** Who has played more than 50-60 free/paid contests on Dream11 and won prizes at least 6 times or more.
- **Intermediate User:** Who has played almost 20-30 free/paid contests on Dream11 and won prizes at least 2 times.
- **Beginner:** Who has played at least 10 free/paid contests on Dream11 and never won.

- **Explorer:** Who has played only 2-3 free/paid contests on Dream11 and never won. S/he trying her/his luck and checking her/his sports knowledge.

## User Observations:

- **Pro Users Behavior:** They have confidence in their playing. They prefer Head to Head and small team contests. So that they can win a big amount. They are the most active users. Check Dream11 app 5-6 times a day. Play only paid contests. They play both private and public contests. Create at least 2-3 teams per match.
- **Intermediate Users Behavior:** They like to join mega contests and other big contests so that they can win some prizes. They are less active than the pro users. Check Dream11 app 1-2 times a day. Play only paid contests. Prefer to create at least 2 teams per match.
- **Beginners Behavior:** Beginners are likely to join some small entry fee contests or free contests. They are less active than the intermediate users. Check Dream11 app only when their favorite team or tournament is live. Generally create at least 2-3 teams per match.
- **Explorers Behavior:** Explorers initially take their friends' help to build their team. They prefer small entry fee contests or free contests to check their sports knowledge. Check the Dream11 app only when they are free. Generally, create 1-2 teams per match.

## What is Dream11 Powerplay Program?

A medium where influencers/fantasy experts could monetize their interactions with their respective set of followers/friends across the social universe , thereby leading to tangible benefits and increased interaction between them. Today, this is achieved through different mediums-

- Influencers use dedicated groups in communication channels such as Whatsapp, Facebook, Telegram, and Instagram. Influencers and its set of followers/friends interact with each other.
- Influencers have their dedicated profiles within fantasy apps.
- Influencers take a small fee amount for private groups thereby monetizing their expert insights
- Influencers use their individual channels for sharing expert insights via posts, stories, reels in different social channels (Whatsapp, Instagram, Facebook)
- Influencers also reach out to users via personalized blogs in addition to use affiliate links to get additional revenue

## Problem: What problem is this solving?

There are two sets of users for which we are solving the problem:

- Dream 11 users are feeling frustrated because they want to participate, but finding it difficult to identify popular contests, appropriate strategies and good guidance in

order to have higher chances of winning.

- Influencers who currently participate in multiple fantasy products and have a strong following across the social universe, but are not able to get substantial monetary benefits.

## Why: How do we know this is a real problem and worth solving?

- We know that fantasy gaming is a growing market, what if we are losing that share to competitors by not partnering with influential players (influencers)?
- What if the delay in decision making for the fantasy players due to 'analysis paralysis' is causing users to explore alternative options?
- A survey taken suggested that 60% of the users are not able to decide on what type of contests they should participate in, especially during non-IPL matches as well as for different sports.
- 48% of the 'influencers' current promote more than 1 fantasy product in their dedicated social channels - YouTube, Whatsapp, Telegram, Instagram, Facebook etc.

## Goal

The goal is to create an effective and efficient Affiliate Program, where influencers and their Friends/followers can interact & grow together and can track their progress.

## Potential impact Goals/Metrics to Track

If Dream11 builds a platform which help influencers track their progress, it will:

1. **Help drive awareness and trust towards Dream 11 [Trust, Perception]**
  - Users will not only use Dream11 to create & participate in fantasy contests across different sports but will also use this platform for showcasing their expertise. This will help (influencers - existing & potential) build a personal brand / portfolio of sorts.
2. **Bring CAC down:**
  - More users can be acquired organically
  - There'll be a lot of inbound traffic
3. **Increase in MAU:**
  - Have a thriving community of contributors and consumers
  - Urge to see track the progress and ranking among other users

## What is it?

There are three main areas of exploration:

1. Dream11 Powerplay Affiliate Program
2. Onboarding Process
3. How it works
4. Overall Dashboard

# 1: Dream11 Powerplay Affiliate Program

It uses performance tiers to track the growth of users on Dream11. Besides monetary benefits, Influencers will also earn Badges (Gold, Silver & Bronze) for achievements in different categories.

## Categories

The Affiliate Program measures the performance of influencers across their social media channels in 3 categories and the advancement through performance tiers is done independently with each category. The categories are:

### 1. Expert Videos:

Acceptance Criteria → Atleast one video created for every match, providing detailed insights & analysis regarding selection of players, potential strategies in order to win large prizes. This should include atleast 2 quiz contests, where users would be rewarded by getting a mention in the next day's influencer video.

Ranking System → Total number of impressions (views) of the video posted.

Badge Distribution Criteria:

	Gold	100 Views
	Silver	75 Views
	Bronze	50 Views

### 2. Blogs and Articles:

Acceptance Criteria → Match related Blogs & Articles posted across different community platforms as measured by number net upvotes

Ranking System → Net Upvotes

Batches Distribution Criteria:

	Gold	10 Votes
	Silver	5 Votes
	Bronze	1 Votes

### 3. Competitions:

Ranking System → This can be decided on factors such as the number of members on the team, and the number of teams in the competition.

Badges Distribution Criteria:

	Gold	Top 10%
	Silver	Top 20%
	Bronze	Top 40%

### Badge Distribution Criteria

The Badge Distribution Criteria in each performance category is based on the Overall Reward Index.

$$\text{Overall Reward Index} = (\text{Interest} * \text{Experience}) / (\text{difficulty} * \text{Time})$$

Higher the reward index → Low Rewards in that category

	Expert Videos	Blogs and Articles	Competitions
Difficulty (Knowledge Terms)	Medium	High	High
Interest	High	low	High
Time	Medium	High	High
Experience	Medium	High	Medium
Overall Reward Index	1.5	0.33	0.67

(Scale: High → 3, Medium → 2, Low → 1)

Note: This can be modified based on the detailed study of the Active Users.

### Performance Tiers

For each Category there are 4 performance tiers that can be achieved as measured by the quality and quantity of contribution- Novice, Intermediate, Expert & Master.

1. Novice → A user who have
  - a. Joined the affiliate program
  - b. Added Bio to his profile
  - c. Added the social channels
  - d. Has < 10 followers
  
2. Intermediate → A user who have contributed significantly in one or more categories

Expert Videos	Blogs & Articles	Competitions
 3 Bronze Medals	 50 Bronze Medals	 2 Bronze Medals

3. Expert → A user who have demonstrated excellence in one or more categories

Expert Videos	Blogs & Articles	Competitions
 1 Gold Medal  2 Silver Medal	 50 Silver Medals 200 Medals in Total	 1 Gold Medal  2 Silver Medals

4. Master → A user who have extraordinary performance in one or more categories

Expert Videos	Blogs & Articles	Competitions
 5 Gold Medals  5 Silver Medals	 50 Gold Medals 500 Medals in Total	 5 Gold Medals

*Note: The above is an example. The quality and quantity of contribution in each performance category to achieve a performance tier can be modified based on the detailed study of the Active users.*

## 2: Onboarding Process

The onboarding page allows the user to provide important details:

Use Cases-

- As a user, I will be able to enter profile details, email, referral code and other details
- As a user, I will be able to enter financial details - PAN card, Bank Account and other important details.
- As a user, I will be able to enter my Whatsapp Group Link
- As a user, I will be able to enter my Telegram Group Link
- As a user, I will be able to enter my Facebook Group Link
- As a user, I will be able to enter my YouTube Channel Link
- As a user, I will be able to add any other communication channel link
- As a user, I will be able to successfully try to apply for the affiliate program

Mockup:

Step 1 Step 2 Step 3

Enter Profile details

xxxxxxx  
Enter Display Name

xxxxxxx  
xyz@abc.com

xxxxxxx  
Create Referral Code

Continue Step 1/3

Step 1 Step 2 Step 3

\_\_\_\_\_

Name as per PAN Card

PAN Card Number

DOB on PAN Card Number

PAN Card Image Choose file

Bank Account Number

Bank Holder Name

GSTIN (optional)

Continue Step 2/3

Step 1 Step 2 Step 3

WhatsApp Group Link

Telegram Group Link

Facebook Group Link

YouTube Channel Link

Any other

I accept Terms & Conditions

CTA

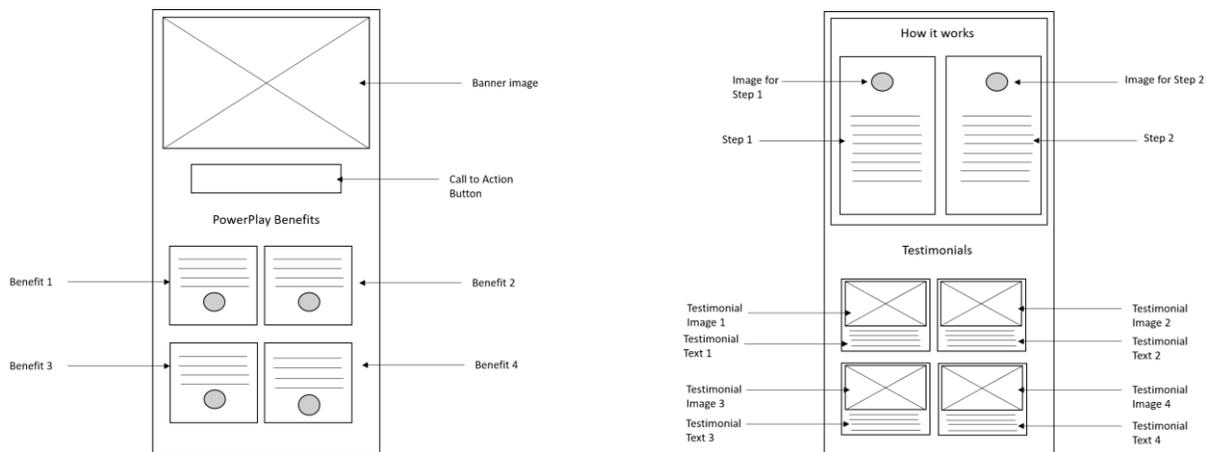
### 3: How it works

#### Use Cases-

- As a user I will be able to understand the value proposition of the affiliate program.
- As a user I will be able to see the benefits of the affiliate program
- As a user I will be able to understand the process of how the affiliate program works.
- As a user I should be able to see all the testimonials for the affiliate program
- As a user I should be able to see “Join” CTA

#### Mockups-

How it works View:

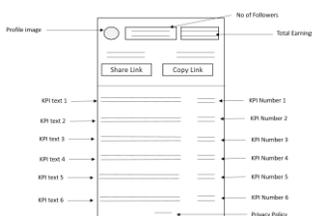


### Overall Dashboard

#### Use Cases-

- As a user I will be able to see category wise ranking for all the users
- As a user I will be able to see total number of user in each Performance Tier
- As a user I will be able to see total number of Points (Exports + Upvotes)
- As a user I will be able to see Performance Tier of each user
- As a user I will be able to see the badges with each user
- As a user I will be able to reach the profile page of any user by clicking on the name

#### Mockup-



## Go to Market

- Engage Influencers - make them feel part of the product's success and design
  - Ask for direct product feedback
  - Feedback on blog post/press release
- Blog Post -
  - Post on Dream11 Blog Platform
  - Post on Dream 11 social handles
- Press Release - Reach out to press contacts
- CTA at several places on website and Mobile App - To increase the awareness and conversion
- Email to Existing Users
- Print Media - Newspapers, Billboards
- Advertisements via Television ads

## Configurability

- This feature should be configurable based on
  - Location
  - OS
  - Device
  - User segments

## Alternatives

- Allowing Influencers to create a Private league within the app:  
**Why having an influencer affiliate program is better:** Having it within the app would create a disjointed experience for the player as he/she will be inundated with a lot of notifications/messages. Context of having community channels within the app is to have 1:1 interactions and it doesn't provide any monetary benefits for adding multiple users within the community. Additional features would need to be developed to cater to influencer-follower dynamics, which goes against the essence of existing community features.
- Having an official Expert channel for Dream 11 across social universe:  
**Why having an influencer affiliate program is better:** Influencers would not have the freedom to cater to their existing users/followers. Additionally, influencers would not be comfortable in sharing mode of communication (patterns, style, approach) to the brands

## Risks

- If this feature is not implemented correctly, it could lead to heavy criticism across influencers, who would shift their user base to other competitors leading to a large drop off. (Example - Payment Failures)
- If the right influencers with a good track record are not onboarded, there could be possibilities that the image of the brand could take a hit.
- Changes in the UI due to this additional feature could slow down the app performance and make loading the screens slower thereby creating anxiety among users.
- Possible future changes in Commission strategy could also impact the user base.

## Future Ideas

- Ranking System and Badge Distribution criteria for Competition Category
- Decay of Ranking over time - This help users being competitive and motivated
- Follow other Users to get updates of the activity

## Roll out Plan

- M1
  - Alpha on 25th Oct
  - Beta on 30th Oct provided there are no major bugs or concerns in Alpha
- M2
  - Alpha on 7th Nov
  - Beta on 14th Nov provided there are no major bugs or concerns in Alpha
- M3
  - Alpha on 18th Nov
  - Beta on 25th Nov provided there are no major bugs or concerns in Alpha
- M4
  - Alpha on 5th Dec
  - Beta on 14th Dec provided there are no major bugs or concerns in Alpha
  - Prod on 24th Dec

Will overall launch on Prod as an experiment on 26th Dec for a period of 90 days.

## Summary

In summary, we looked at the fantasy gaming platform, analysed the user base, looked at various categories, identified certain needs and ideas for developing Dream11's influencer program

Influencer Program is a growing category yet to be tapped in the Indian market. With an existing user base of millions, Dream11 can translate a lot of its existing users and increase user base.

