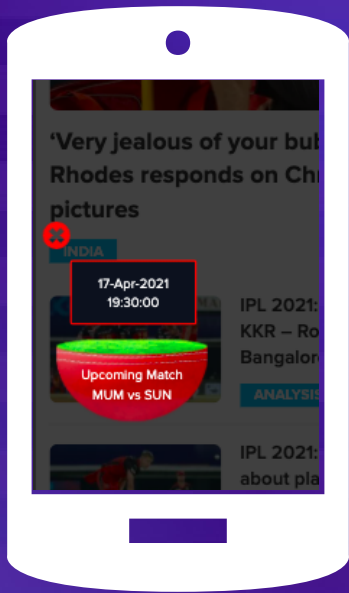


# Case Study

## Unibots

# Driving Traffic to Sports Page During Indian Cricket League 2021

www.crictracker.com



## About Unibots

Unibots Specialise in building innovative widgets for web publishers and help in more user engagement, traffic and revenues.

## Objective

To Help Cricktracker.com channelize maximum traffic to their Indian Cricket League page as most advertisers are bidding high on that page due to Cricket Season

## Solution

We built one of the most creative & innovative-looking sticky widget powered with real-time score updates. This widget not only powers the score but immediately catch the eye ball of the user and build a curiosity to engage with the widget by clicking on it.

## Exceptional Results (With Proof)

Session source/medium	Users	Sessions	Engaged sessions	Average engagement time per session	Engage
Totals	270,958 100% of total	323,374 100% of total	158,778 100% of total	0m 34s Avg 0%	
1 m.facebook.com / referral	128,714	155,569	81,030	0m 33s	
2 www-crictracker-com.cdn.ampproject.org / referral	48,068	54,641	16,299	0m 02s	
3 google / organic	34,155	40,579	26,451	1m 24s	
4 (direct) / (none)	23,463	26,861	12,434	0m 37s	
5 unibots / iplwidget	15,065	16,930	7,094	0m 22s	
6 cricktracker.com / referral	10,930	11,928	3,480	0m 02s	
7 l.facebook.com / referral	4,443	5,656	4,078	0m 53s	
8 l.instagram.com / referral	3,641	4,139	3,046	1m 02s	

Website:  
Cricktracker.com

Result:  
In 48 hours Unibots came in Top 5 source to send traffic to the designated page of publisher