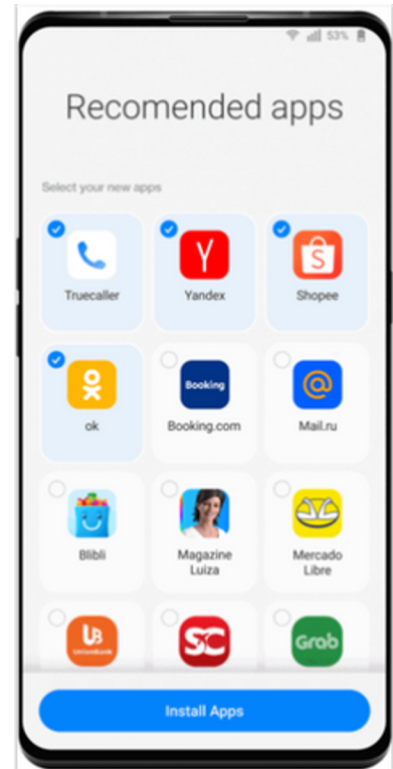carbondyne
UK | SINGAPORE | BANGLADESH

OEM APP DISCOVERY EXPLAINED:

HOW ON-DEVICE PLACEMENTS DRIVE HIGH-INTENT INSTALLS

INTRODUCTION

Smartphone manufacturers play a critical role in shaping how users interact with their devices. Unlike third-party apps, OEMs control the operating environment, system interfaces, and native discovery surfaces. This unique position allows OEMs to influence app discovery at moments when users are most receptive.

This paper explains how OEM app discovery works and why it delivers superior outcomes for app-driven brands.

HOW OEM ECOSYSTEMS WORK

OEM ecosystems consist of manufacturer-controlled software layers, services, and content distribution mechanisms. These ecosystems prioritize user experience, device performance, and security, making them inherently trusted by end users.

Apps promoted within these ecosystems benefit from this trust, as discovery occurs in a native, non-advertising context.

ON-DEVICE APP DISCOVERY TOUCHPOINTS

OEM discovery typically occurs across multiple touchpoints:
- Device setup and onboarding flows
- Native recommendation modules
- System notifications and suggestions
- Manufacturer-curated app collections

Each touchpoint aligns with specific user behaviors and intent signals.
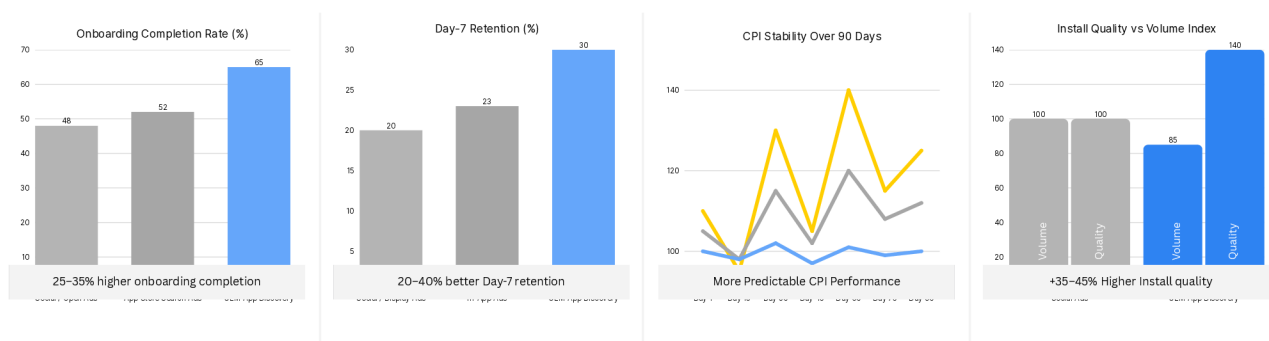
USER JOURNEY WALKTHROUGH

A typical discovery journey begins when a user powers on a new device. During setup, recommended applications appear based on region, device type, or user preferences. With a single tap, users install apps without leaving the trusted system environment. This seamless flow reduces friction and increases install completion rates.

USE CASES ACROSS INDUSTRIES

Banks and fintechs use OEM discovery to drive adoption of secure, official apps. Telcos promote self-care and value-added services. Super apps and wallets leverage discovery to reach first-time smartphone users in emerging markets.

PERFORMANCE OUTCOMES: OEM APP DISCOVERY VS TRADITIONAL PAID MEDIA

Across markets, OEM app discovery consistently delivers higher onboarding completion, stronger early retention, and more predictable CPI performance compared to traditional paid media. While volume may scale more gradually, the quality and durability of users acquired through OEM environments make app discovery particularly effective for brands focused on long-term growth, retention, and ROI, rather than short-term install spikes.

Onboarding Completion Rate (%) — 48, 52, 65 — 25–35% higher onboarding completion

Day-7 Retention (%) — 20, 23, 30 — 20–40% better Day-7 retention

CPI Stability Over 90 Days — More Predictable CPI Performance

Install Quality vs Volume Index — Volume 100, Quality 100, Volume 85, Quality 140 — +35–45% Higher Install quality

WHAT THIS MEANS FOR APP OWNER

- Higher onboarding completion leads to faster activation
- Better early retention improves lifetime value
- Stable CPI supports predictable budgeting
- Ideal for apps focused on engagement, trust, and long-term usage

COMMERCIAL MODEL

Carbondyne curates OEM inventory, manages campaigns end-to-end, and ensures performance transparency through its partners.
OEM app discovery campaigns are executed under a CPI-based pricing framework. Advertisers are charged only for validated installs or agreed conversion events, as confirmed by an independent MMP. This aligns incentives across advertisers, OEM partners, and Carbondyne while maintaining full cost visibility. Carbondyne curates OEM inventory, manages campaigns end-to-end, and ensures performance transparency through partner integrations and structured reporting.

CARBONDYNE OVERVIEW

Carbondyne is a technology-driven digital infrastructure company enabling growth across app discovery, digital commerce, connectivity, and sustainability solutions. The company builds and operates platforms that help enterprises, banks, fintechs, telcos, and digital brands scale adoption, engagement, and monetization across emerging and global markets.
With operations across the UK, Asia, and emerging markets, Carbondyne combines partner-powered technology, managed execution, and performance-led commercial models to deliver measurable, compliant, and scalable outcomes.

GET IN TOUCH

carbondyne

PHONE

+880 1711 594659

EMAIL

hello@carbondyne.ltd

WEBSITE

www.carbondyne.ltd

Singapore

2 Kallang Ave, #09-02 CT Hub Singapore 339407

United Kingdom

43-45 Church Street, Dasrlaston, Wednesbury

Bangladesh

House 39, Road 37, Gulshan, Dhaka-1212