



Referral Program

MPL Product Teardown



NextLeap's Learn in Public Challenge (2/5)

What is MPL(Mobile Premier League)?

Mobile Premier League (MPL) is Asia's biggest e-sports and skill gaming platform, with more than **75 million users in India** and **4 million in Indonesia**. Founded in **2018** by serial entrepreneurs Sai Srinivas and Shubh Malhotra, MPL has grown to more than **700 employees** across India, Singapore, and Jakarta in less than three years. **MPL referral program** enabled them to **lower their app uninstallation rate** and proved to be a **successful example of referral marketing**.

The **gaming platform** has operated with **numerous Indian and international game developers** and has boarded more than **70 games**, available on Android and iOS. In February 2021, MPL raised **\$95 million** from its existing and new investors in its **Series D fundraising**, leading to a **\$945 million valuation**.

Target User Segment

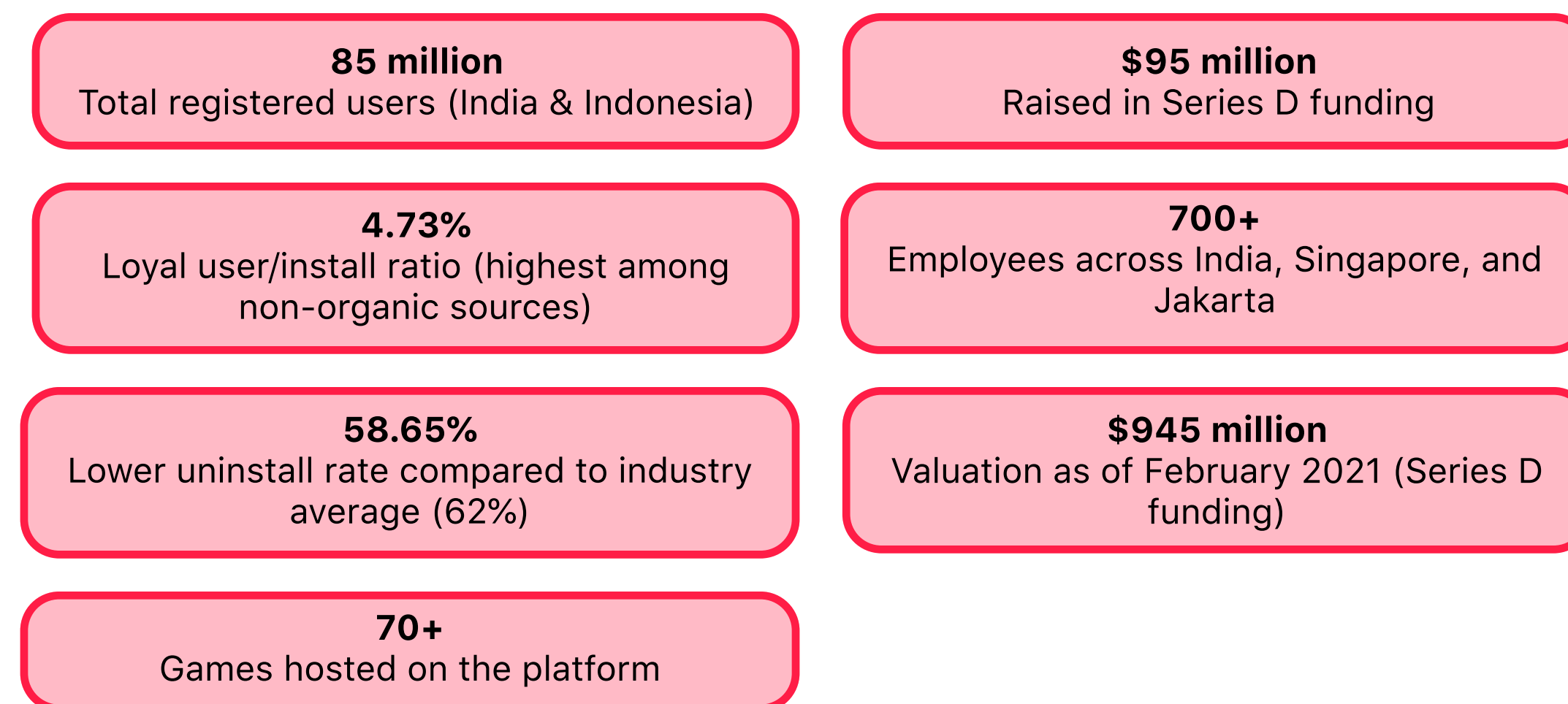
MPL appeals to a **broad spectrum of users**:

Affiliate Marketers	Fantasy Sports Enthusiasts	Streamers and Gamers
Game Developers	Competitive Gamers	Casual Gamers
Advertisers	Real-Money Players	



Statistics

[Source]



Key Value Proposition

Operational Efficiency	Global Expansion	Monetary Rewards
Diverse Gaming Options	Strategic Partnerships	



Rahul Mehta

Age: 25

Occupation: College Student

Location: Hyderabad

Gender: Male

Pronouns: He/Him

Needs

- **Earn rewards or wallet credits** for referring friends.
- **Play** competitive multiplayer games with friends.
- Effortlessly **share referral links** via social media or messaging apps.

Pain Points

- **Struggles** with **complex** referral processes.
- **Misses notifications** about referral rewards.
- Prefers **instant or easily redeemable** rewards.



Sneha Gupta

Age: 29

Occupation: Working Professional

Location: Pune

Gender: Female

Pronouns: She/Her

Needs

- **Earn extra income or cashback** through referrals.
- **Discover** fun games for **stress relief** during downtime.
- **Track referral rewards** easily without confusion.

Pain Points

- Finds it hard to convince friends to join **without clear benefits**.
- Gets frustrated by **delayed reward credits**.
- Needs a transparent system **to track referral progress and bonuses**.

Maximizing MPL's Referral Program

When Does Your Growth Accelerate?

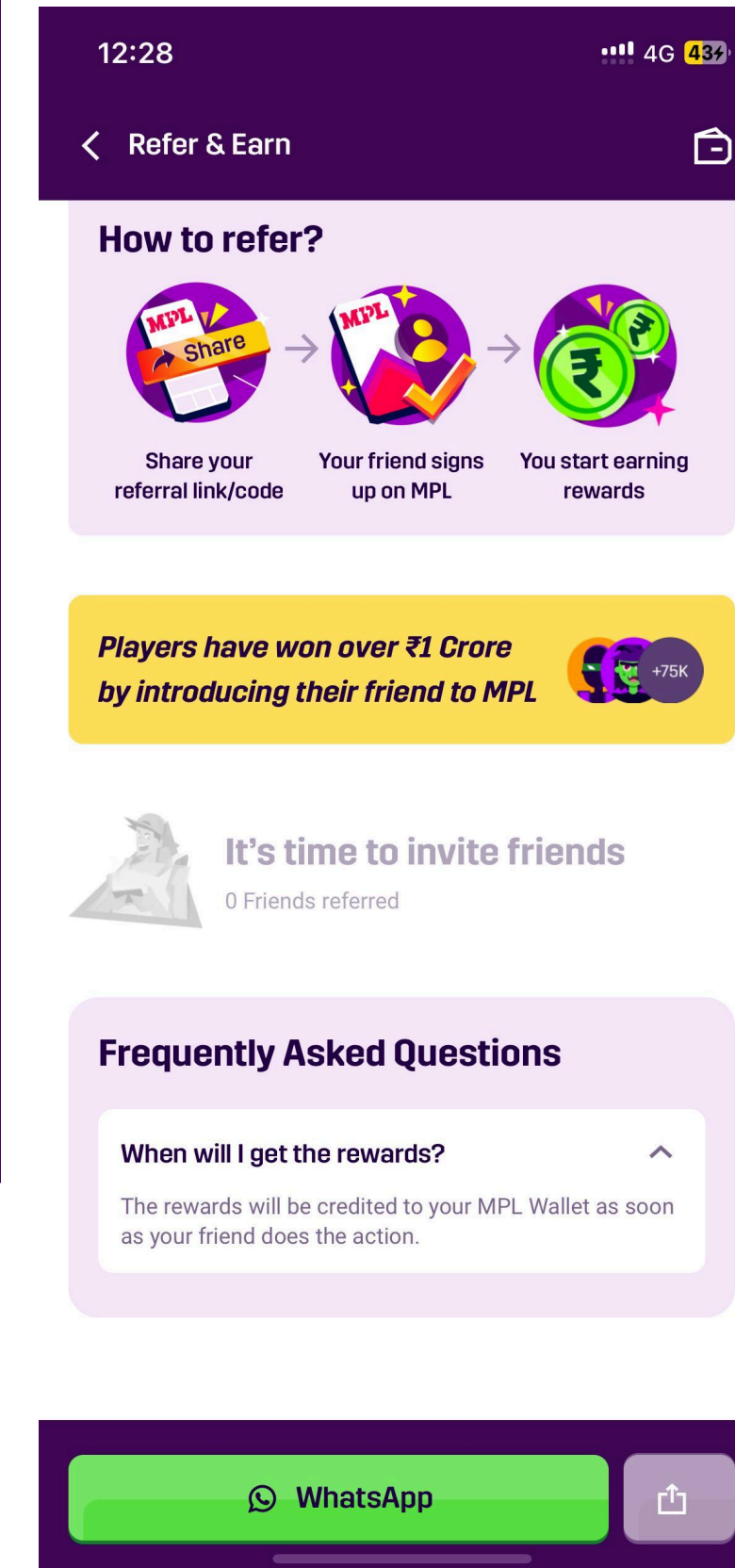
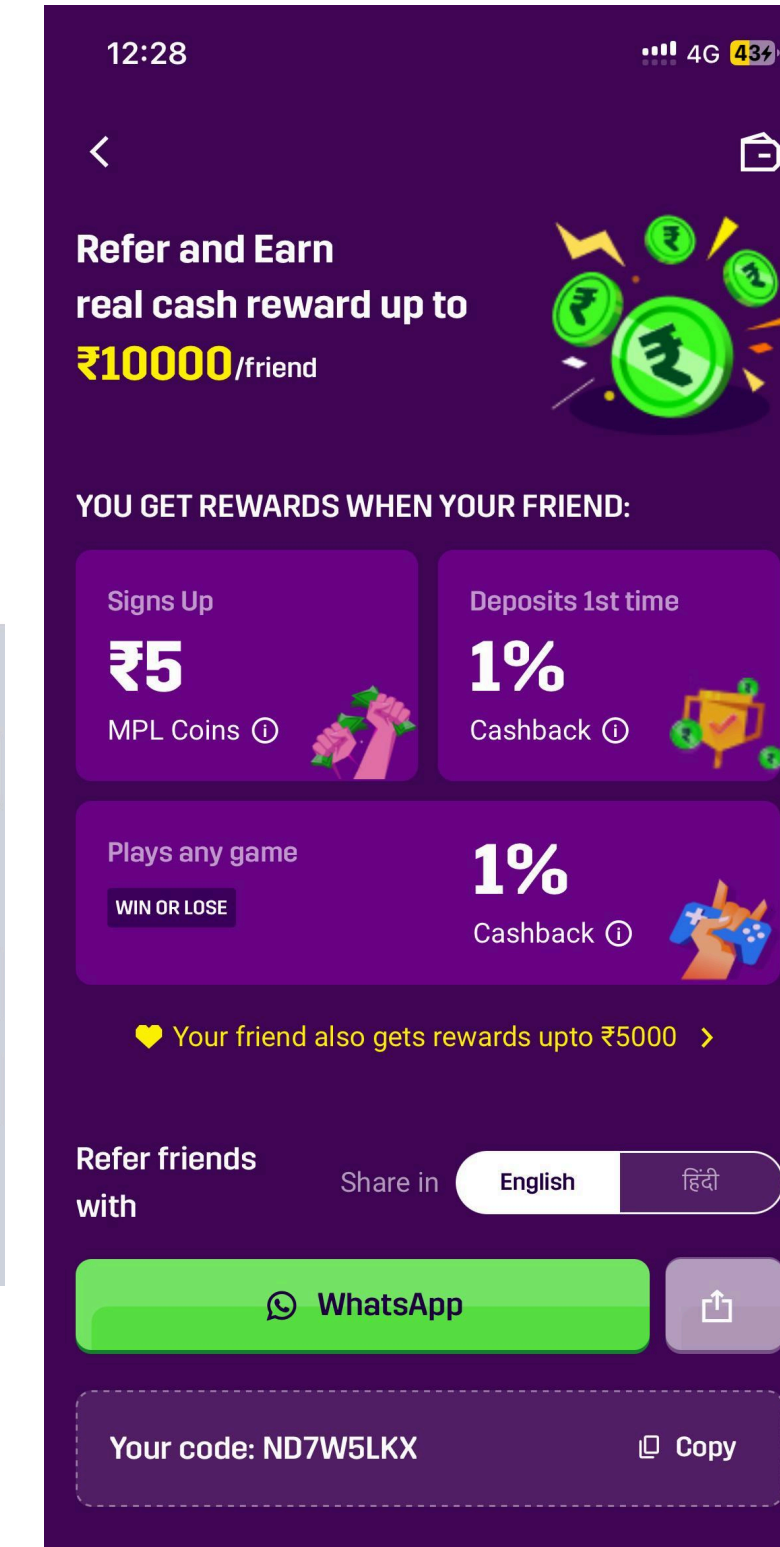
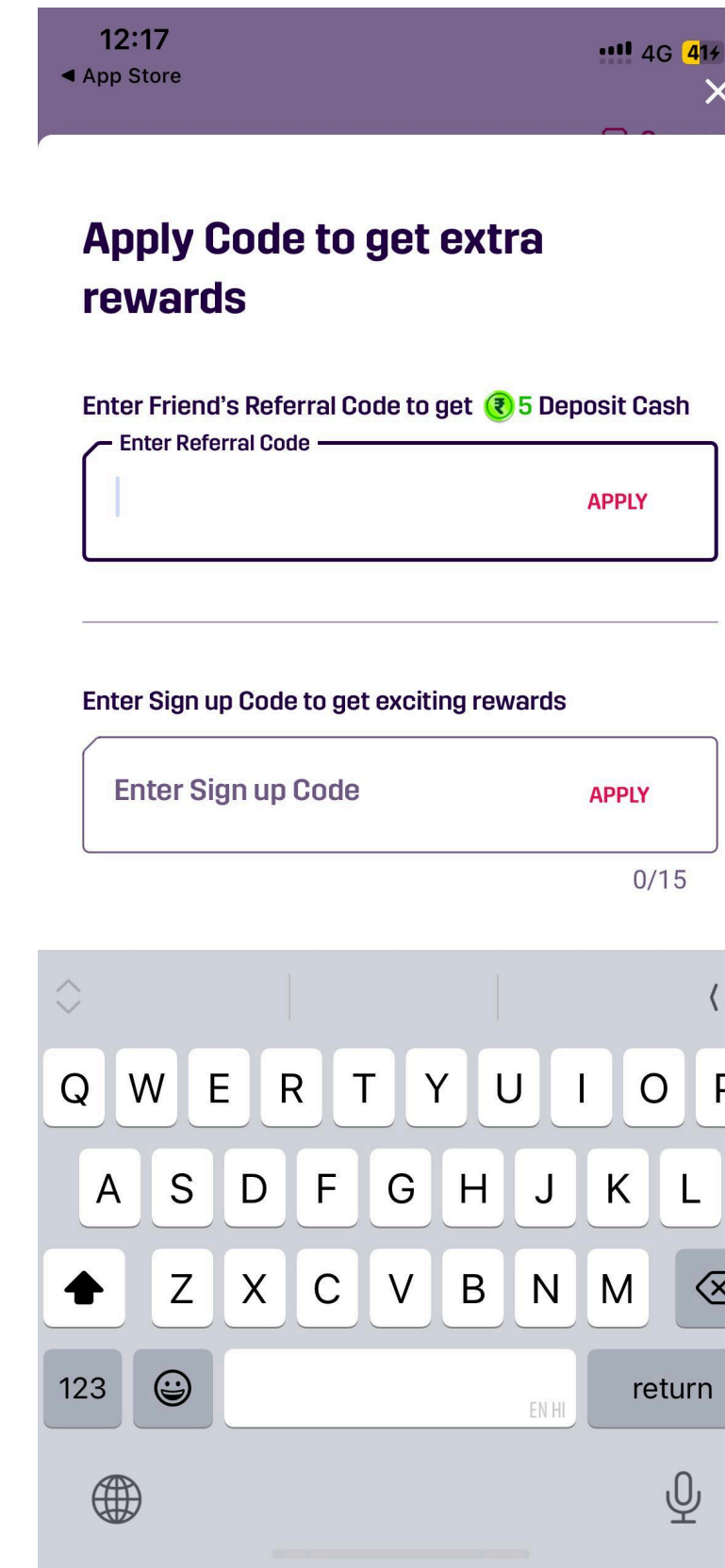
MPL's referral program isn't just about inviting friends—it's a **growth engine that fuels user acquisition, engagement, and retention**. A well-structured referral system ensures **seamless onboarding for new users while rewarding existing ones, creating a strong viral loop**.

- ◆ A user **shares their referral link** through WhatsApp, Telegram, or social media.
- ◆ The friend **installs MPL, registers, and plays their first game**.
- ◆ **Both referrer and referee earn rewards**—cashback, wallet credits, or exclusive bonuses.
- ◆ Users are encouraged to **refer multiple friends through tiered rewards and leaderboards**.

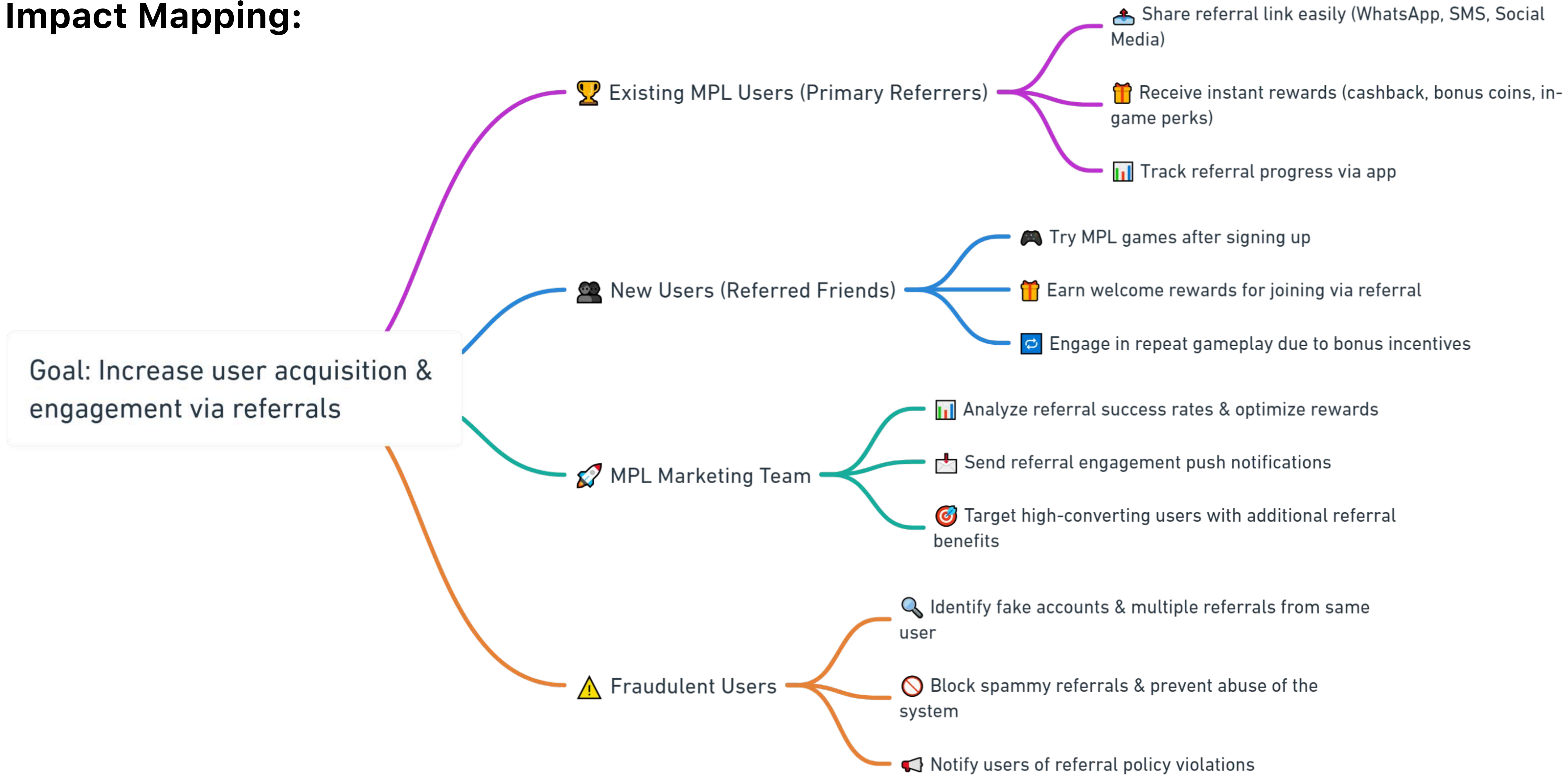
How MPL Keeps Referrals Flowing

MPL's referral system is designed to **maximize user engagement while minimizing drop-offs**. Key features include:

- ✔ **Easy Sharing** – Users can invite friends through multiple platforms in just a few taps.
- ✔ **Instant Rewards** – Referral bonuses are credited as soon as conditions are met.
- ✔ **Gamified Incentives** – Extra rewards for referring more friends, creating a viral loop.
- ✔ **Real-Time Tracking** – Users can monitor their referral progress and bonuses within the app.
- ✔ **Low Friction Onboarding** – The referral journey is streamlined to reduce drop-offs.



Impact Mapping:



MPL Referral Program: Tech Stack and Functionality

The Tech Essentials

Key Components:

- ✓ **Referral Engine** – Tracks invites & validates rewards
- ✓ **Reward Processing** – Automates distribution
- ✓ **Fraud Prevention** – Detects fake referrals
- ✓ **Scalability & Security** – Handles high traffic & protects user data

Choosing the Right Tech Stack for MPL's Referral System

When building and optimizing MPL's referral program, the following factors are considered:

- ◆ **Business Goals:** Does the referral system effectively drive user acquisition and retention?
- ◆ **User Experience:** Is the referral journey seamless and intuitive?
- ◆ **Cost & Time Efficiency:** Can the system handle high volumes of invites without delays?
- ◆ **Scalability:** Will it support growing user demand without performance issues?
- ◆ **Security:** Is the referral process protected against fraud and abuse?

What Powers MPL's Referral Program?

MPL's referral system is built for **scalability, real-time rewards, and seamless tracking to enhance user experience.**

Technology Breakdown:

- ◆ **Frontend:** React Native for smooth UI & referral tracking
- ◆ **Backend:** Node.js & Express for fast processing
- ◆ **Database:** MongoDB & PostgreSQL for storing referrals & rewards
- ◆ **Notifications:** Firebase & Twilio for updates
- ◆ **Analytics:** Google Analytics & Mixpanel for performance tracking

Optimizing MPL's Referral System:

- ✓ **User-Friendly** – Seamless referral journey
- ✓ **Efficient** – Handles high invite volumes
- ✓ **Scalable** – Supports growing demand
- ✓ **Secure** – Prevents fraud & abuse

Summary:

*MPL's robust tech stack powers an engaging, secure, and scalable referral program, **driving user acquisition & retention.** 🚀*

MPL Referral Program: Design & Functionality Overview

MPL's referral program is designed to drive user acquisition and engagement through a seamless, rewarding experience. It includes:

Referral Process

- ◆ **Purpose:** Enable users to **invite friends and earn rewards**.
- ◆ **Flow:** Users **generate** a unique referral link and **share** it via social media or messaging apps.
- ◆ **Design:** Simple, **one-click sharing** for effortless referrals.

Rewards System

- ◆ **Purpose:** **Incentivize** users with cash, wallet credits, or exclusive in-game benefits.
- ◆ **Flow:** Rewards are triggered **when the invitee signs up** and **meets predefined conditions** (e.g., first deposit, gameplay).
- ◆ **Design:** Gamified elements and instant reward tracking enhance engagement.

Referral Tracking Dashboard

- ◆ **Purpose:** Allow users to **track invites, referral status, and earnings**.
- ◆ **Visual:** **Clean dashboard** showing referral history, pending rewards, and withdrawal options.
- ◆ **Design:** **Intuitive UI** for clear progress visibility.

Prevention & Fair Play

- ◆ **Purpose:** Detect **fake or duplicate referrals** and prevent abuse.
- ◆ **Mechanism:** AI-driven **fraud detection** flags suspicious activities.
- ◆ **Design:** Secure backend validation ensures **genuine referrals**.

Key Features of MPL's Referral Program

- ✓ **User-Friendly Interface** – Simple referral process for seamless sharing.
- ✓ **Real-Time Rewards** – Instant tracking & notifications for earned bonuses.
- ✓ **Scalability & Security** – Handles high referral volumes & prevents misuse.
- ✓ **Custom Incentives** – Offers cash, credits, or exclusive in-game perks.

Summary

*MPL's referral program is a **scalable, gamified, and rewarding system** that drives **growth and engagement** by making user referrals **effortless and exciting**. 🚀*

Key Metrics for MPL Referral Program

Metrics to Track:

- ✓ **Referral Conversion Rate** – Percentage of invited users who sign up and complete qualifying actions.
- ✓ **Active Referrers** – Number of users consistently referring new players.
- ✓ **Referral Engagement Rate** – How frequently users share referral links and track rewards.
- ✓ **Retention Rate of Referred Users** – How long referred users stay active on MPL.
- ✓ **Fraud Detection Efficiency** – Accuracy in identifying and blocking fake referrals.

What MPL Got Right!

- ✓ **Seamless Referral Sharing** – One-click sharing with direct tracking.
- ✓ **Instant Rewards Transparency** – Real-time updates on referral earnings.
- ✓ **Flexible Reward Options** – Cash, in-game credits, and exclusive perks.
- ✓ **Gamified Incentives** – Encourages ongoing participation through progressive rewards.
- ✓ **Scalable & Secure** – Handles high referral volumes while preventing fraud.

Future Improvement

- ◆ **Personalized Rewards:** Introduce **AI-driven reward recommendations** based on user preferences and engagement.
- ◆ **Multi-tier Referral System:** Reward users for multiple levels of referrals, **increasing long-term participation.**
- ◆ **Fraud Prevention Enhancements:** Strengthen fraud detection mechanisms to **prevent misuse** while maintaining a seamless experience.

Summary:

MPL's referral system is optimized for user acquisition and engagement, balancing reward effectiveness with security. Ongoing enhancements will drive higher conversions and user satisfaction.

Thank You!

Leave Feedback

*Use my [referral link](#) to sign up for the
NextLeap Product Manager
Fellowship and join me in learning
more about product!*

Payal
PM Fellow @NextLeap
payal.mona2402@gmail.com