Big Boyz Ads

ASO & TR Campaign Mix (Case Study)

<u>www.bigboyzads.com</u>



iPhone Australia Keyword (ASO) Top #1 Ranking Campaign

Campaign Overview

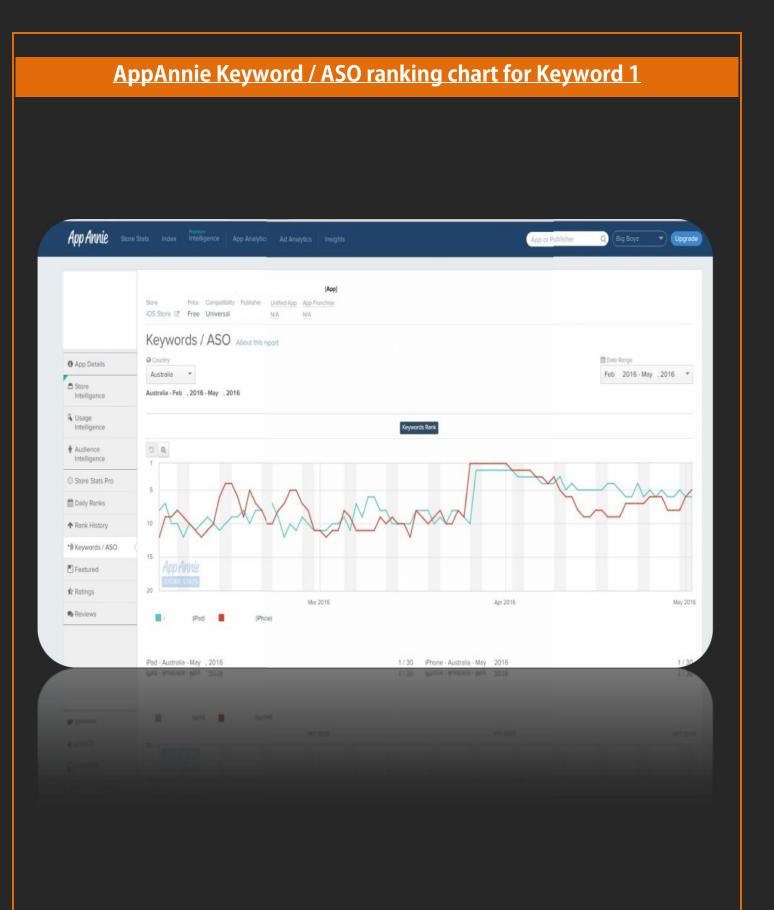


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Campa	ign Time	line &	Details
Gampa			Detano

Timeline	Campaign Phase	ASO Ranking Status	TR Ranking Status
Day 1	Keyword 1 - ASO Target Top # 1 Rank Achieved & Pushed into TS	Keyword 1 - ASO Top#1	Keyword 1 - Trending Search List
Day 2			Keyword 1 - Moved out of Trending List by End of Day
Day 3			
Day 4	Keyword 2 - Pushed to Trending Search List		Keyword 2 - Trending Search List
Day 5			Keyword 2 - Moved out of Trending List
Day 6			
Day 7		Keyword 1 - Dropped to Top #2 spot	

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<u>iTunes Installs Report of first 4 days of campaign period (shared by client)</u> C f Apple Inc. [US] https://reportingitc2.apple.com/? 公 🖻 🙆 × ? iTunes Connect Sales and Trends~ About Sales and Trends Data ? Untitled Report ~ Save Territory ~ Australia × Add Filters + Clear All Units ? Proceeds ? Sales ? 2016 > UTC ~ < 🖩 Mar 7.91K A 482% Content Territory Device Category Content Type Transaction Type CMB Version Area 🗸 🛛 Days 🗸 🖞 Units per Day 4K ЗK 2K 1K Mar Mar Mar Mar Mar Mar Mar 🔋 Big Boyz Ads http://www.bigboyzads.com 3 We Deliver Performance contact@bigboyzads.com



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<u>1-Year Download iTunes Report - Squared area shows our Campaign Effect</u> (for first 7 days of campaign period)

Account 👻			
	Store Price Publisher United App App Franchise IOS Store & Free N/A N/A		😁 Share
	Downloads About this report		
	Data Breakdown Countries		🛗 Date Range
0 Details	Australia ,		, 2015 - , , 2016 *
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O Revenue	Download	Promotions Refunds Updates	± Download CSV -
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Store Intelligence	2,000		
Usage Intelligence	1,000		
Audience Intelligence	soo App Annie	mant	Mumminut
⊖ Store Stats Pro	Jul 2015	Oct 2015	Jan 2016 Apr 2016
🛗 Daily Ranks			
A Rank Hstory	Country	Downloads 😄 % Downloads	Promotions Refunds Updates
*@ Keywords / ASC	Total		
Featured	 Australia 		
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Trending Search List with Keyword 1 included in List

•••• Vodafone IN	3G 18:05		97% 💼		
	Q Search				
Trending Searches					
ASO Targeted	At this position Keyword was Pu		ding List		
icc t20	0 world cu	p 2016			
face swap					
msqrd					
foxtel go					
stack					
kodak moments					
words with friends					
netflix					
Featured Top Charts		Search Sesuch	Updates		

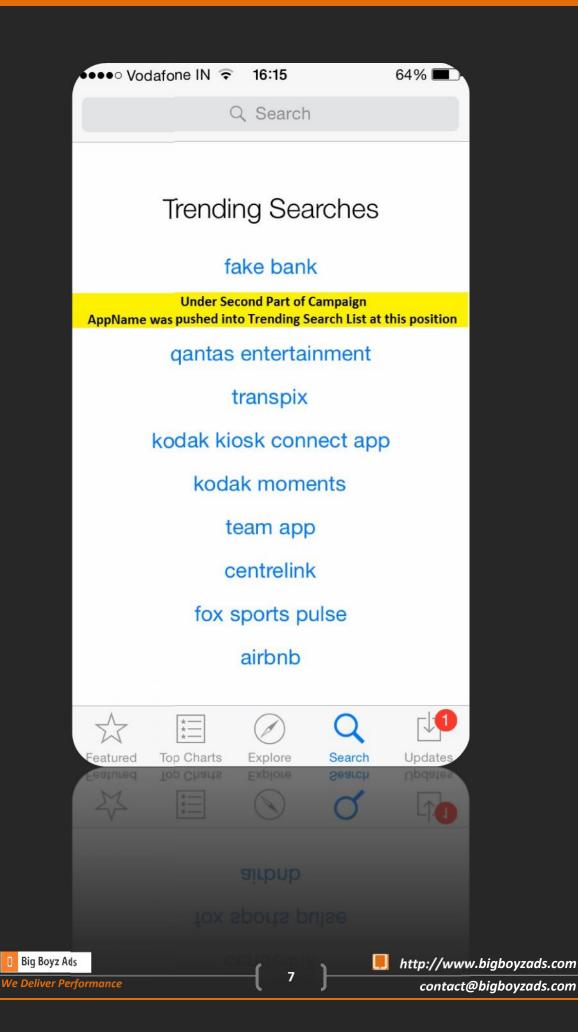
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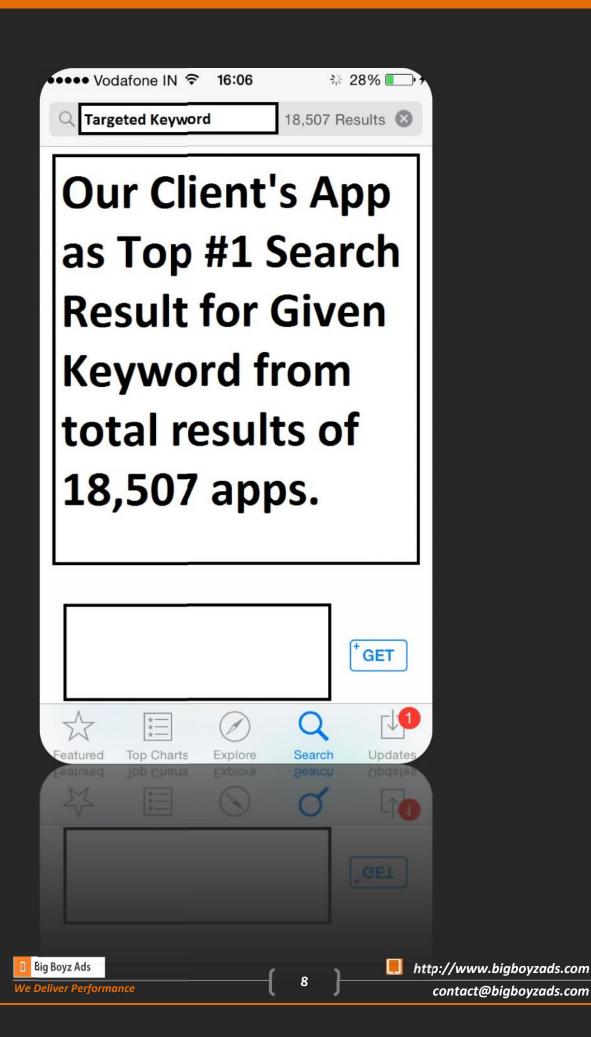
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Trending Search List with Keyword 2 included in List



Keyword 1 showing Search Result as Client's App Topping The Search Results



For More Information Please Contact

Contact@BigBoyzAds.com

OR

Your Account Manager



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