

Big Boyz Ads

ASO & TR Campaign Mix (Case Study)

www.bigboyzads.com



iPhone Australia Keyword (ASO) Top #1 Ranking Campaign

Campaign Overview

Campaign Mix :

A) AU iPhone ASO Top #1 Rank Campaign with 3 Days rank visibility maintenance guarantee (+)

B) AU iPhone Trending Search List Campaign

- **Target Geos :** AU iTunes App Store
- **Target Devices :** iPhone & iPod Touch
- **Rank before campaign Started (Keyword) :** #8 Rank
- **Total Organic Installs:** 7,910
- **Daily Average Organic Installs During Campaign :** 1,350
- **Organic Installs Worth (Estimated) :** \$28,950 (@ assumed value of \$3.66 / Organic install - Source - <https://www.chartboost.com/insights/>)
- **Third Party Tracking SDK Included: No** (SDKs are not integrated for any Campaign with guaranteed ranking results, as rank is set milestone, which can be verified through publicly available data)

Total Organic Installs Received:

7,910

Trending Search List Visibility Duration :

24 Hours (against guarantee of 12 hours)

ASO Top #1 Rank Range Visibility Duration :

7 Days (against guarantee of 3 Days)

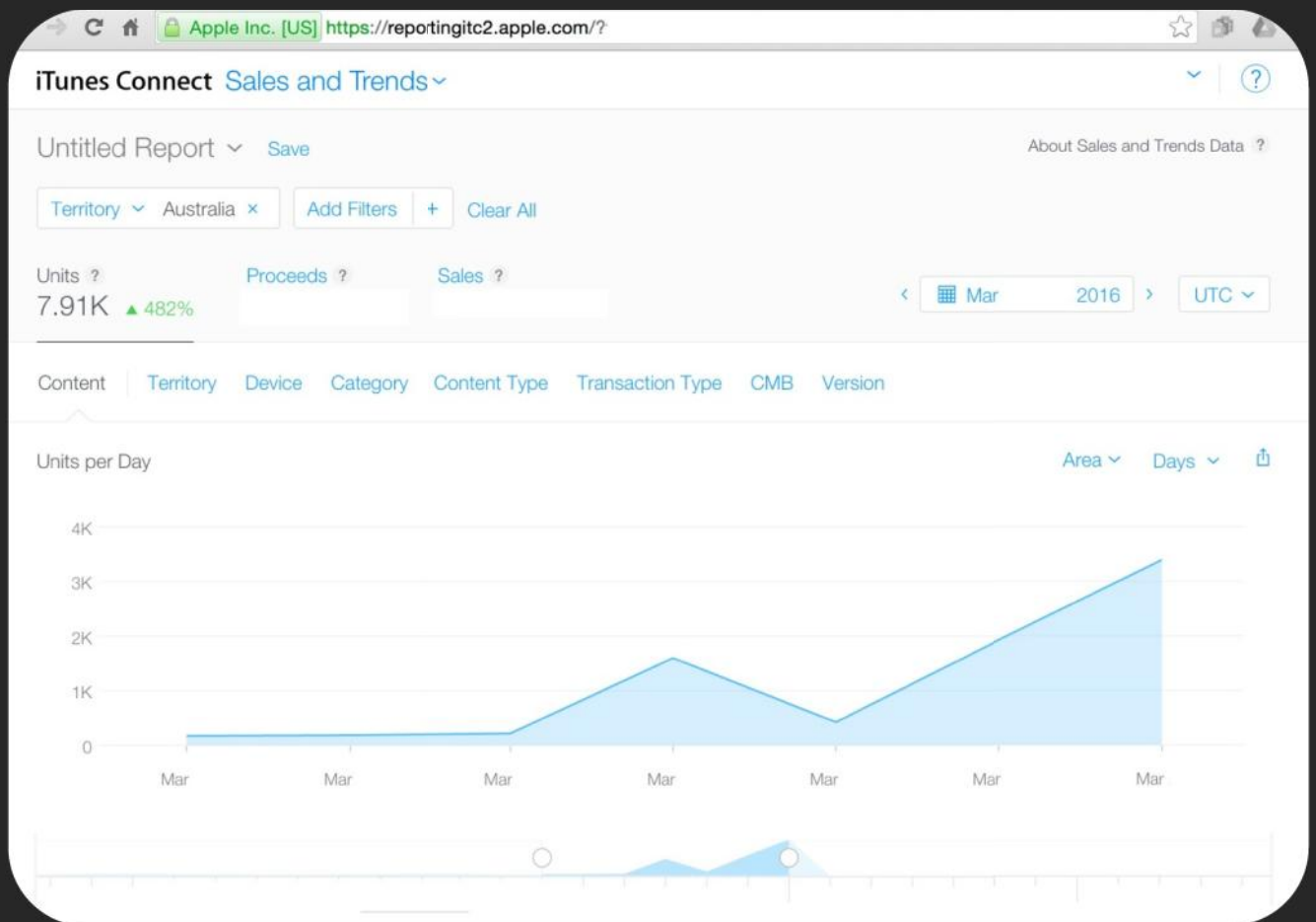
Return on Investment for Given Campaign:

1015% or 10.15 times

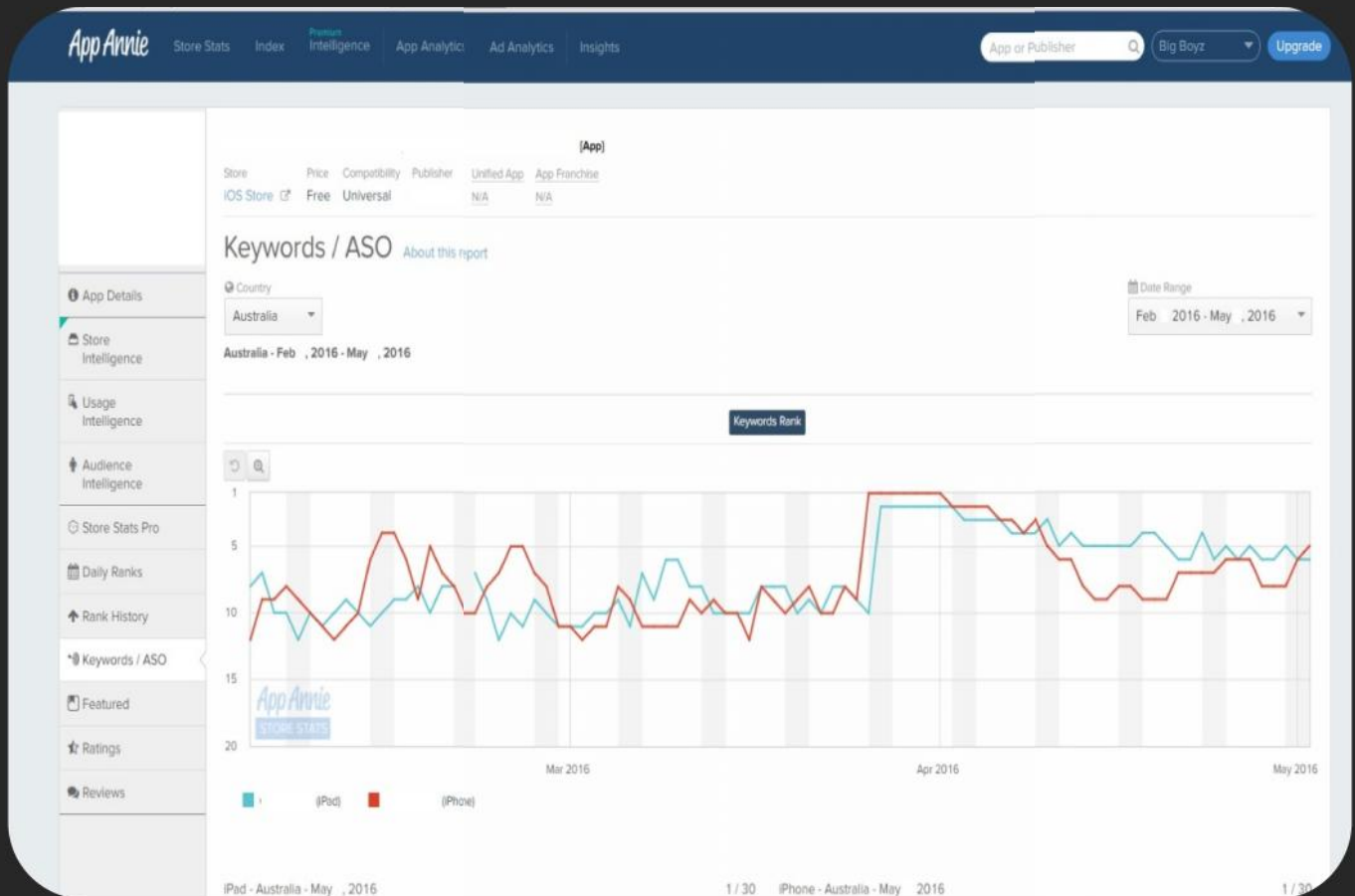
Campaign Timeline & Details

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	

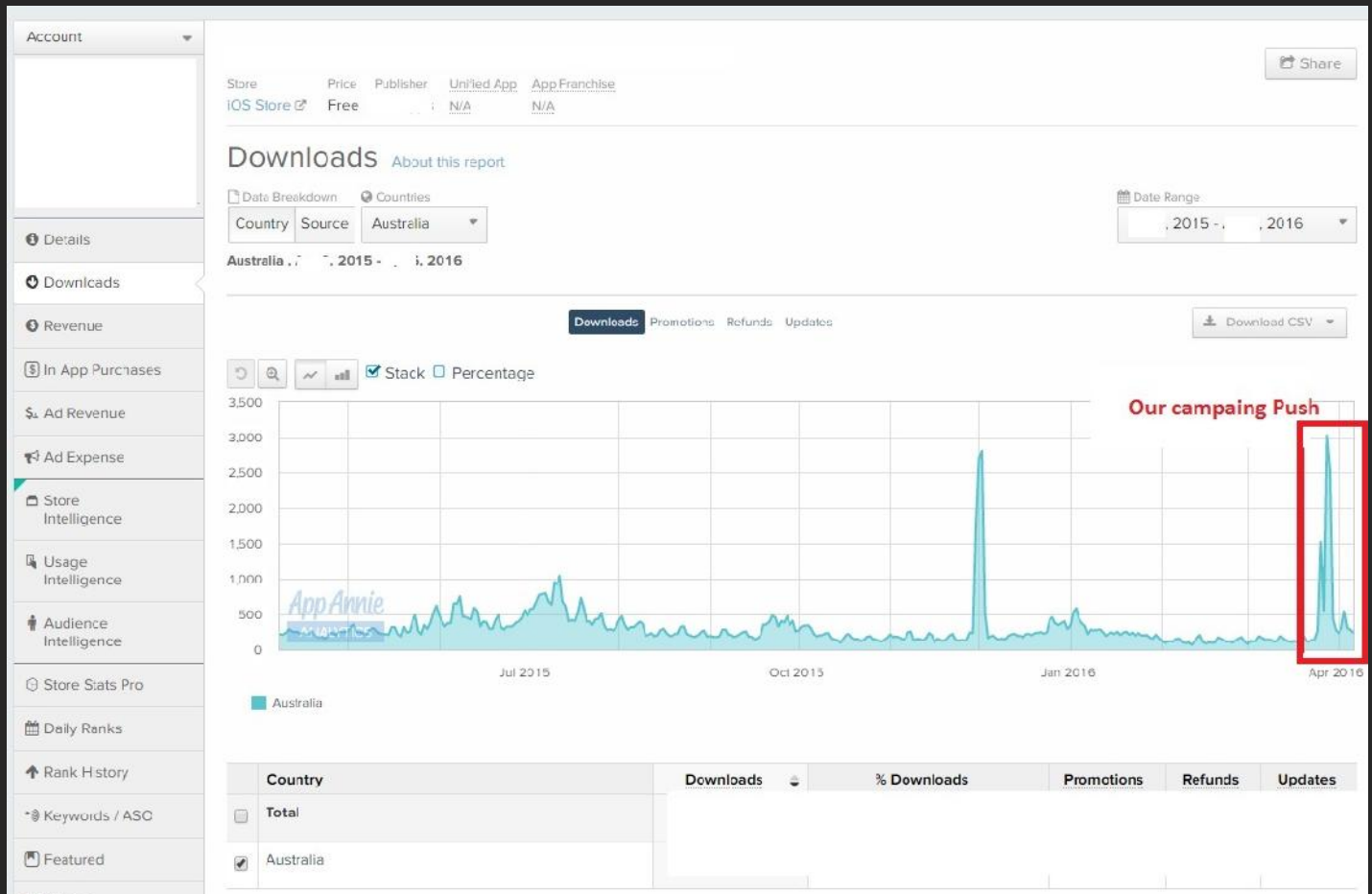
iTunes Installs Report of first 4 days of campaign period (shared by client)



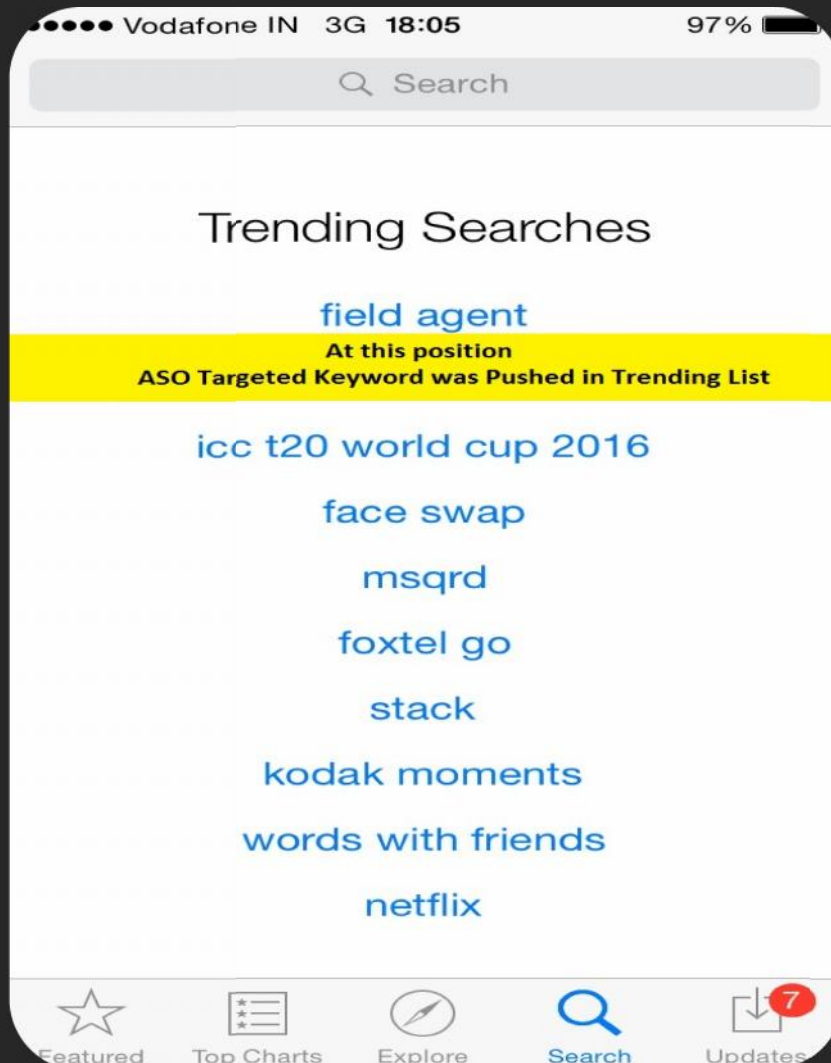
AppAnnie Keyword / ASO ranking chart for Keyword 1



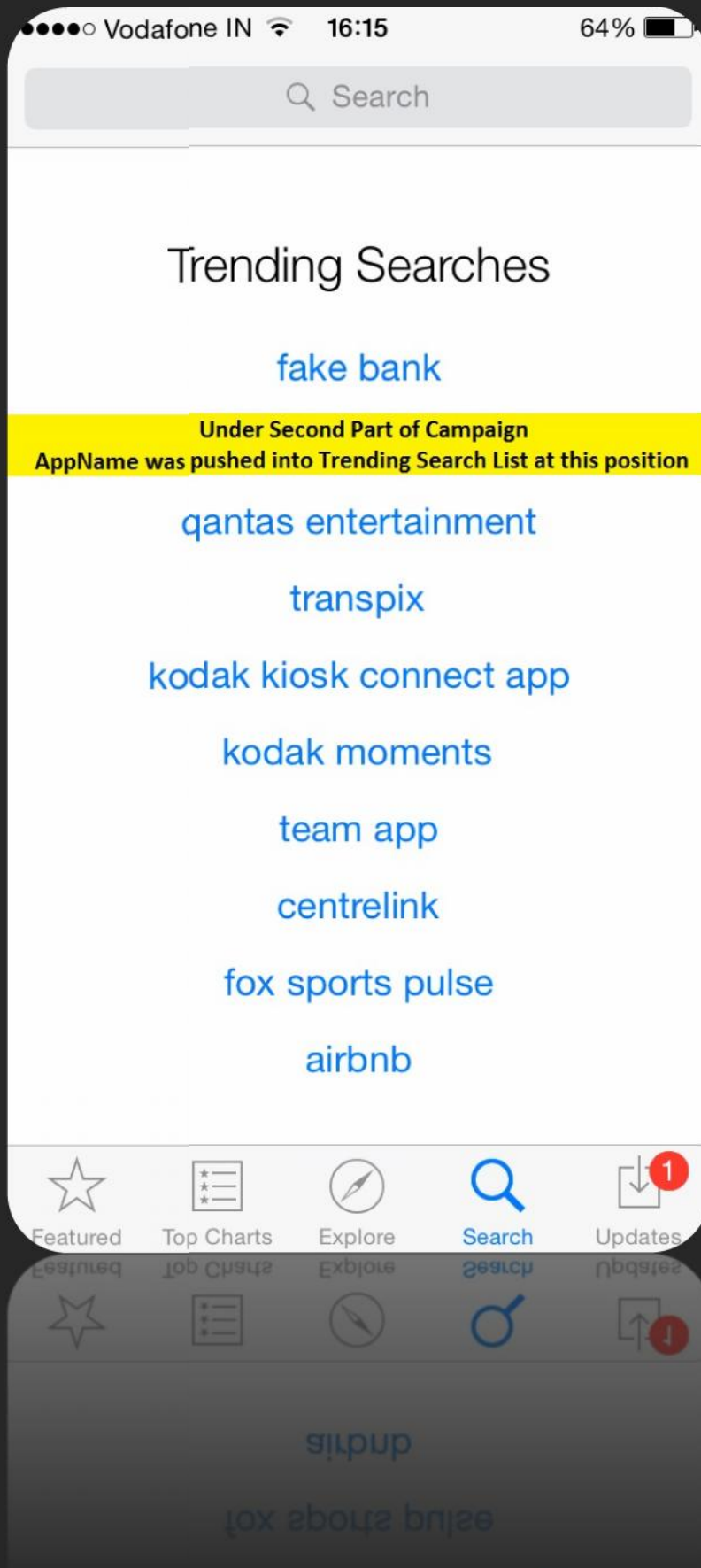
1-Year Download iTunes Report - Squared area shows our Campaign Effect (for first 7 days of campaign period)



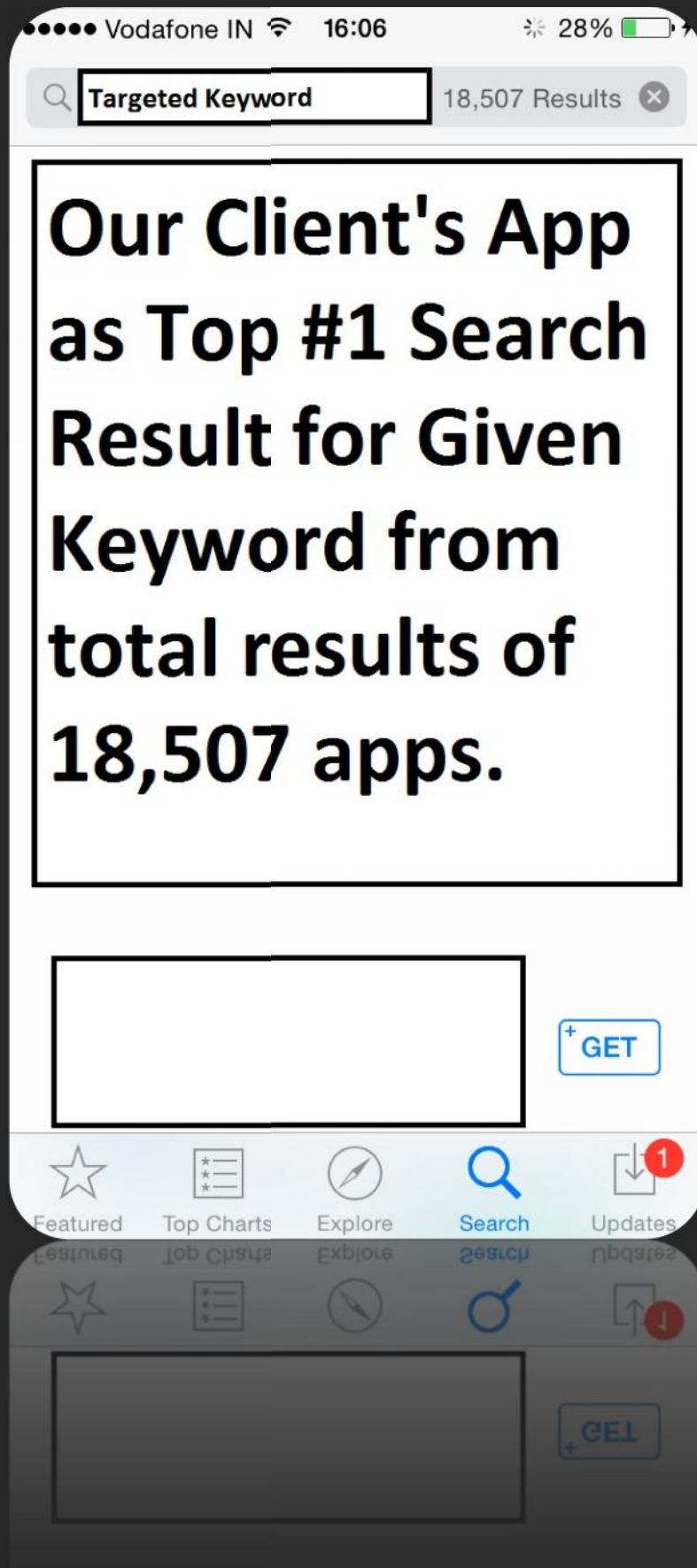
Trending Search List with Keyword 1 included in List



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