

Big Boyz Ads

Guaranteed Installs

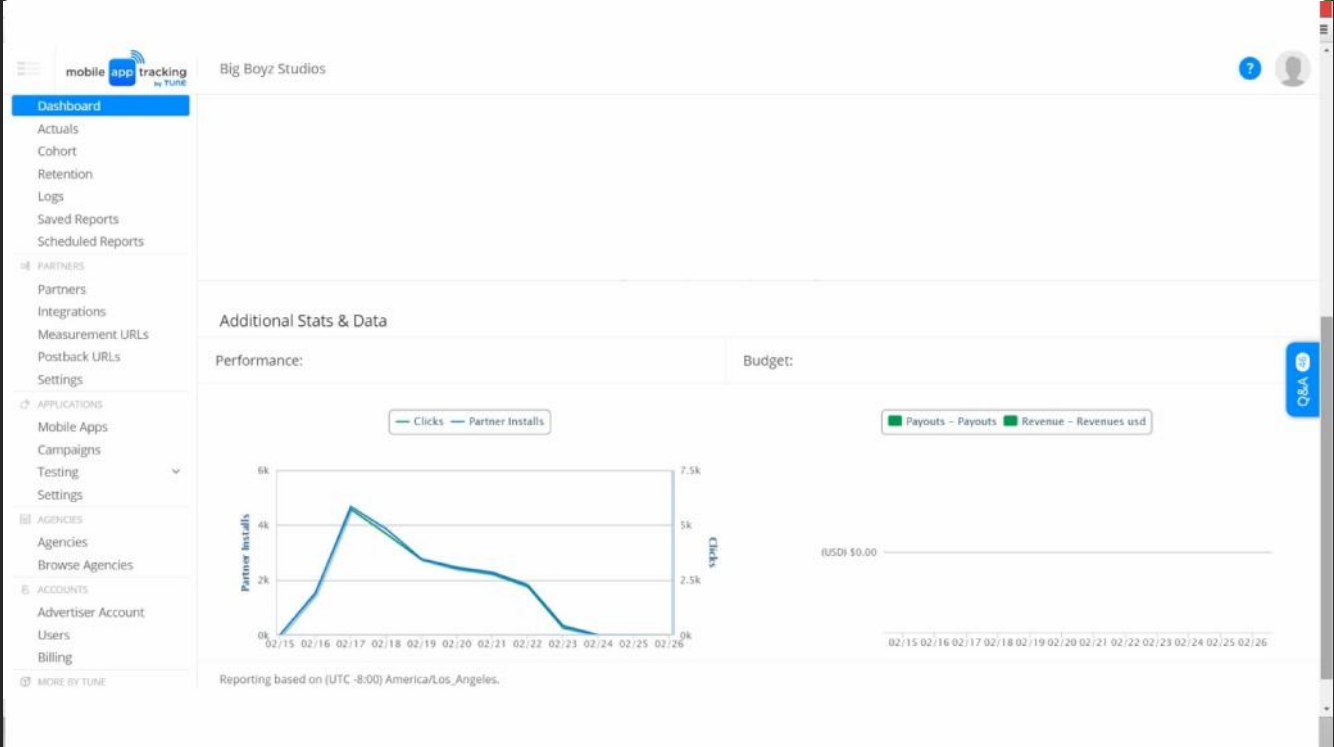
Campaign

Case Study

www.bigboyzads.com



Campaign 1 / 1 - Feb 16 to 23 - CPI - iPhone & iPod - US iTunes Store only - Total Installs Report



Campaign 1 Overview

- **Campaign Type** : Cost-Per-Install Guaranteed Installs Campaign
- **Target Geos** : US iTunes App Store
- **Target Devices** : iPhone & iPod Touch
- **Total Clicks Volume** : 24056
- **Daily Average Installs** : 2824
- **Rank before campaign Started (Category)** : 84th (Business)
- **Rank at conclusion of campaign (Category)** : 13th (Business)
- **Lowest to Highest Rank difference** : 79 ranks

Total Installs Volume:

19766

Highest rank during campaign Started (Category) :

5th (Business)

Conversion Rate :

82.17%

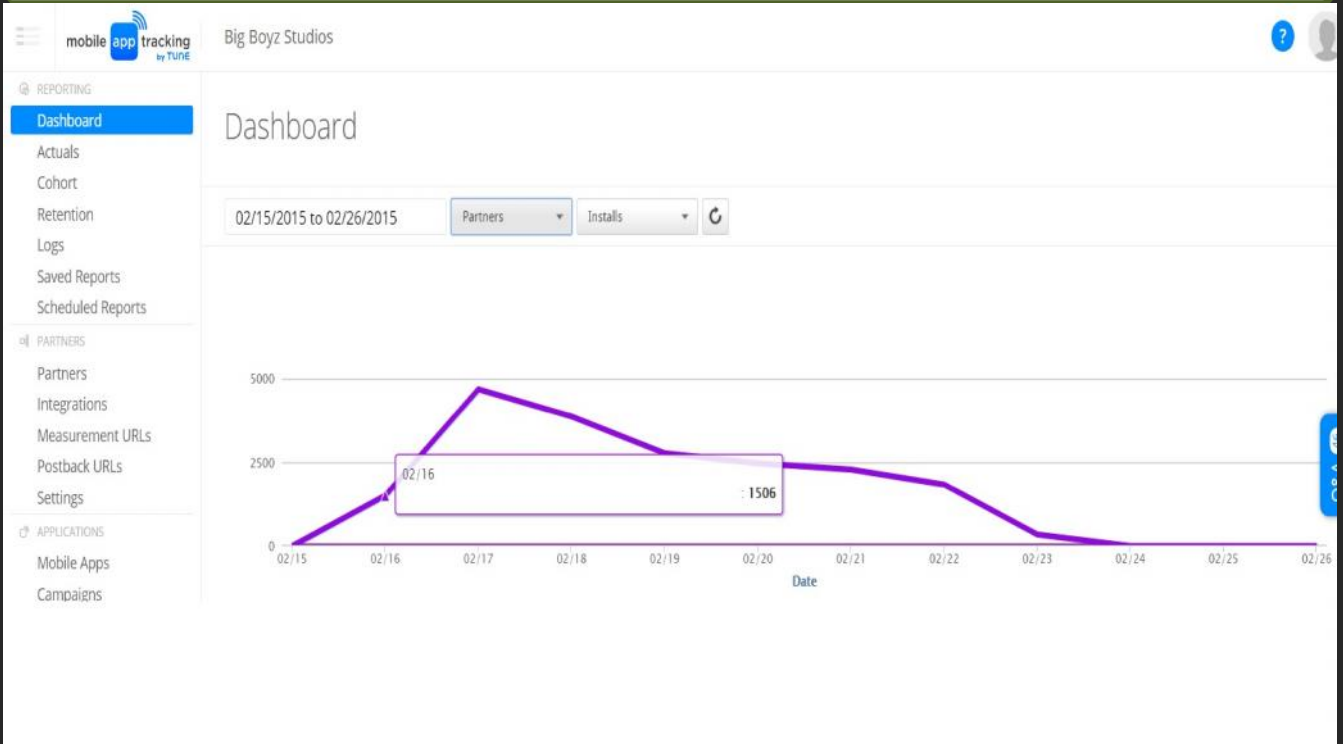
Campaign Duration:

7 Days

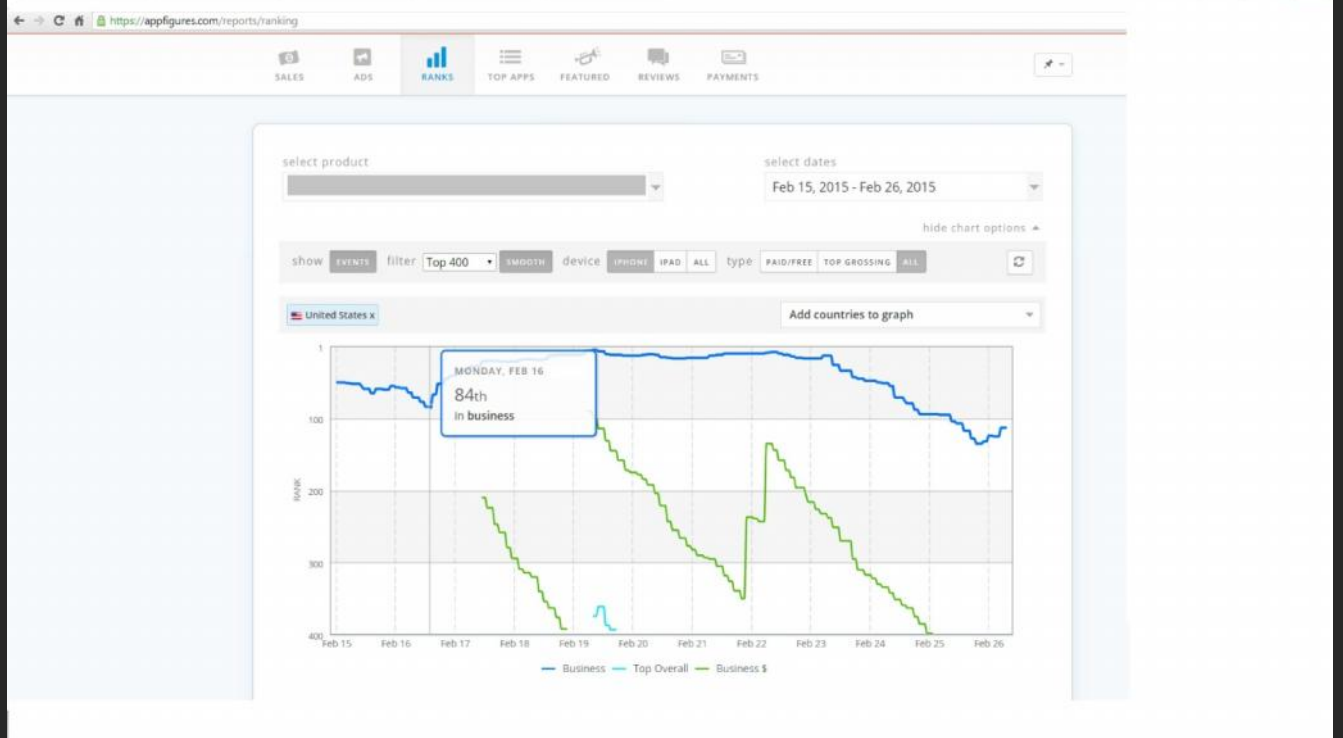
Campaign 1 / 2 - Feb 16 - CPI - iPhone & iPod - US iTunes Store only - Hourly Installs Report



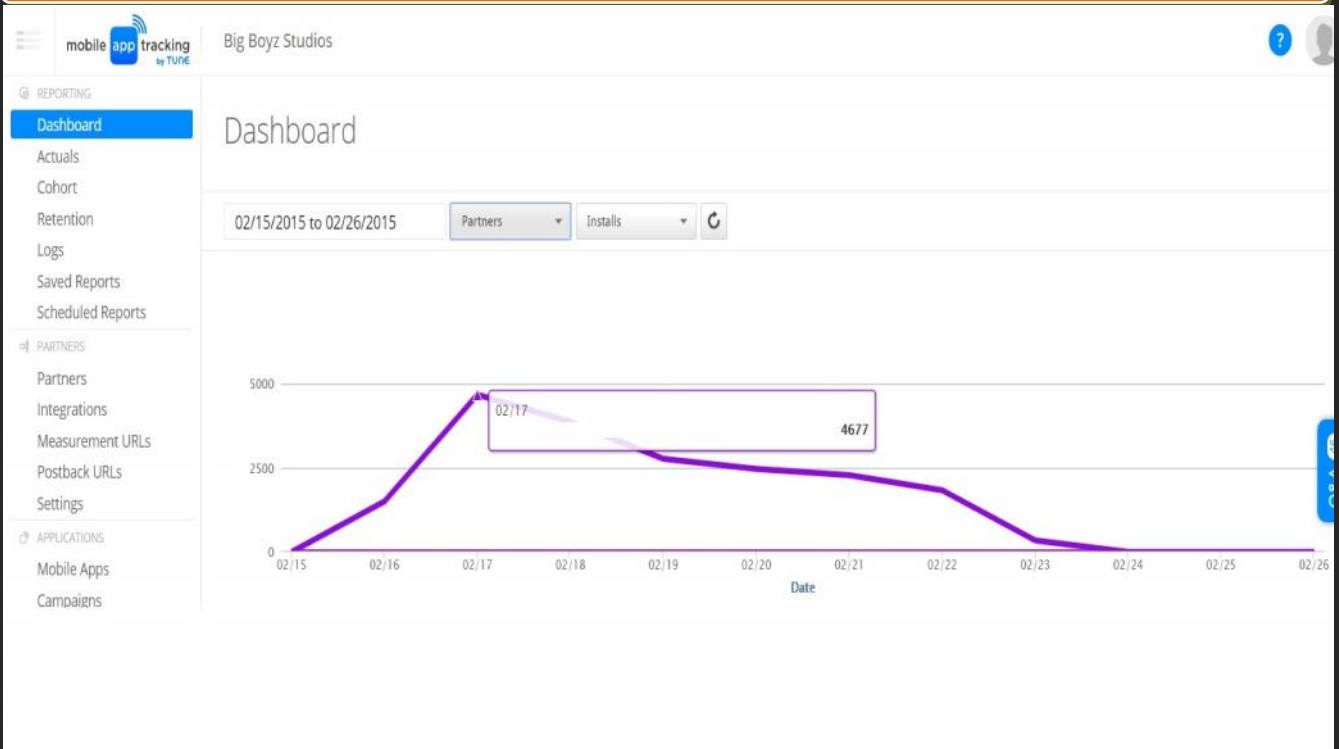
Campaign 1 / 3 - Feb 16 - CPI - iPhone & iPod - US iTunes Store only - Daily Installs Report



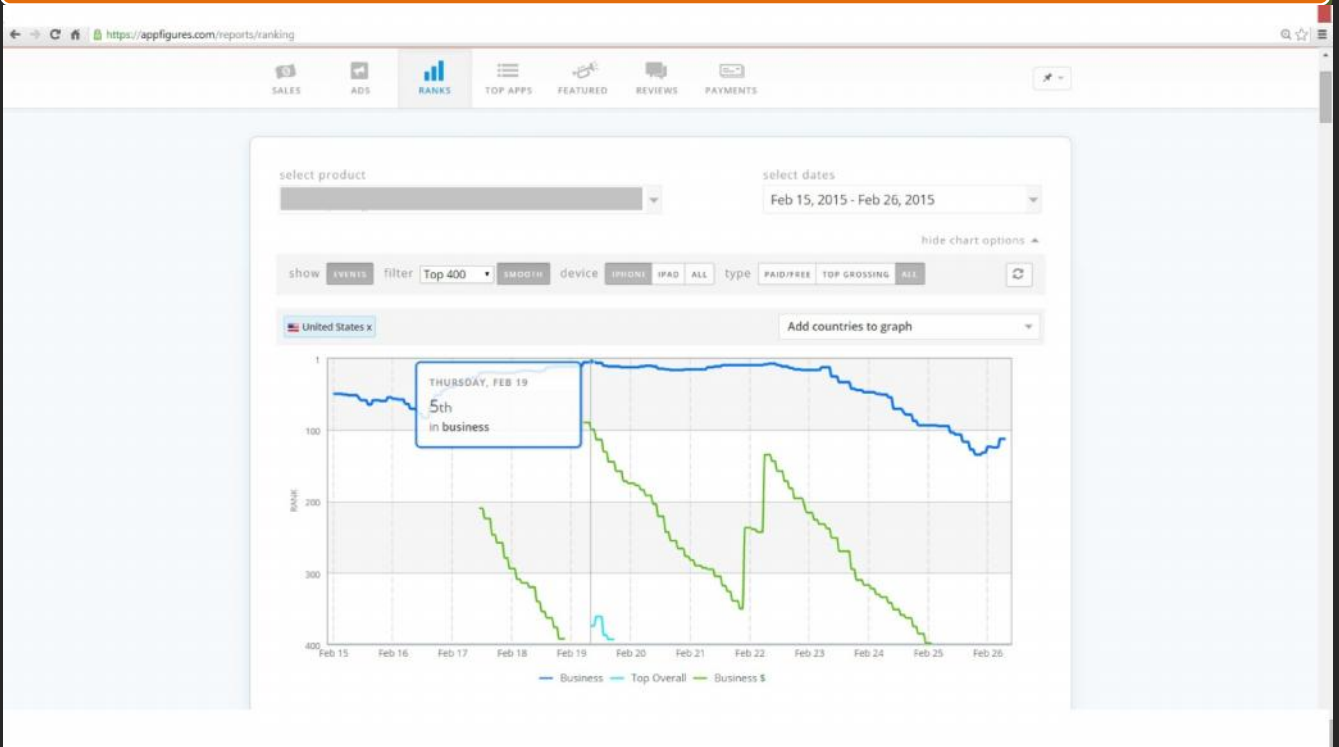
Campaign 1 / 4 - Feb 16 to 23 - AppFigures - Rank Chart - Before Campaign Begun



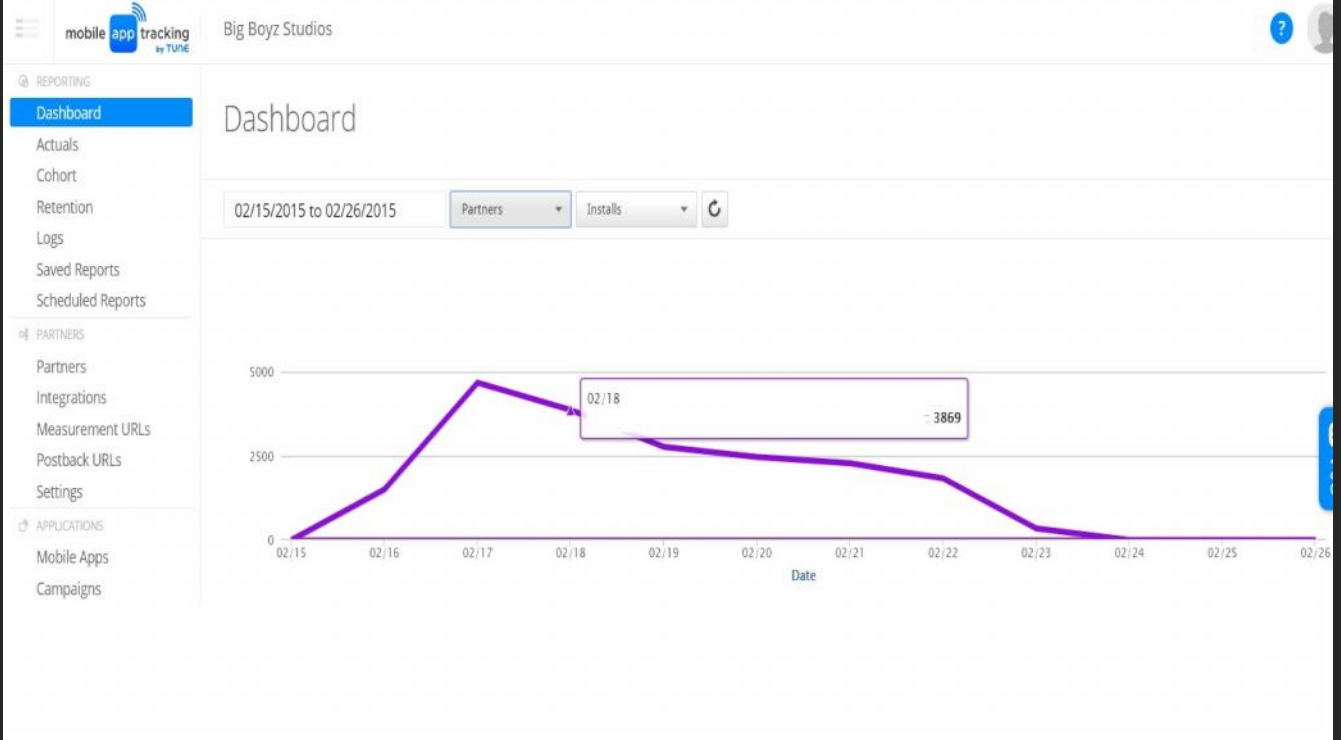
Campaign 1 / 5 - Feb 17 - CPI - iPhone & iPod - US iTunes Store only - Daily Installs Report



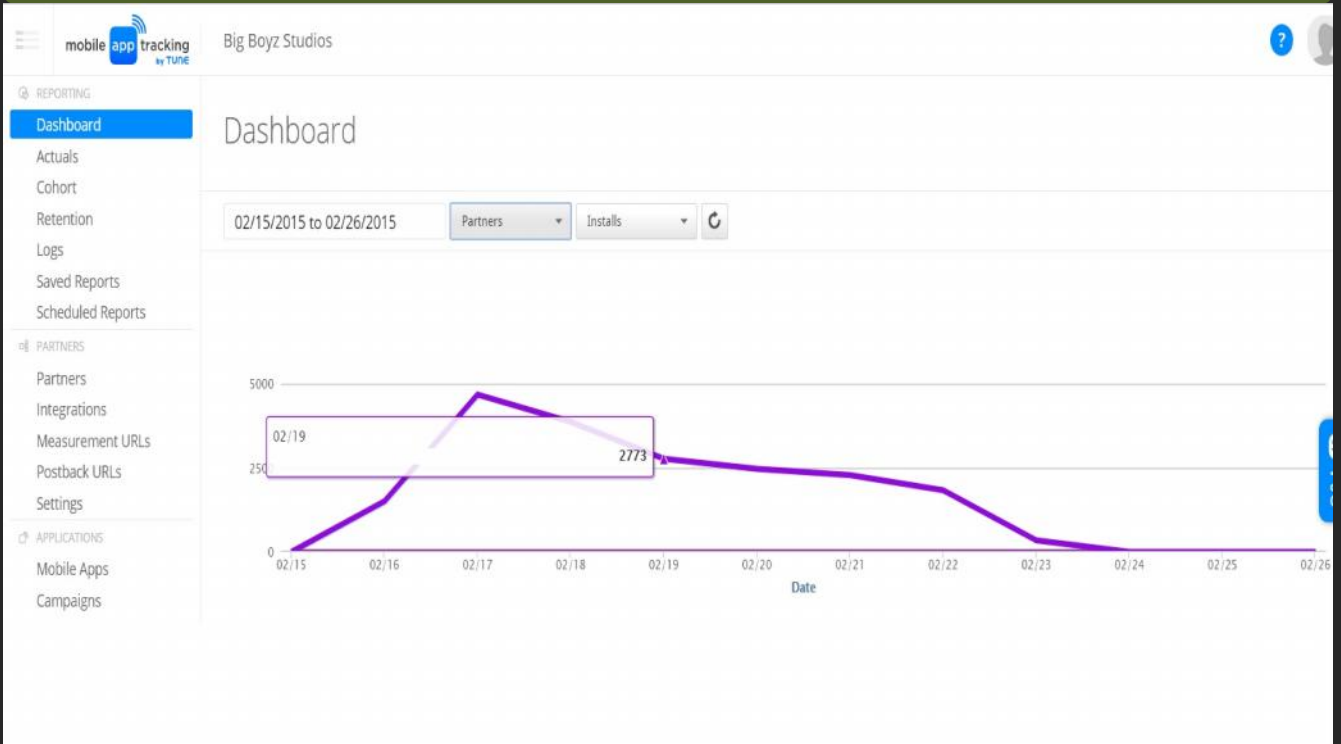
Campaign 1 / 6 - Feb 16 to 23 - AppFigures - Rank Chart - Highest Rank During Campaign



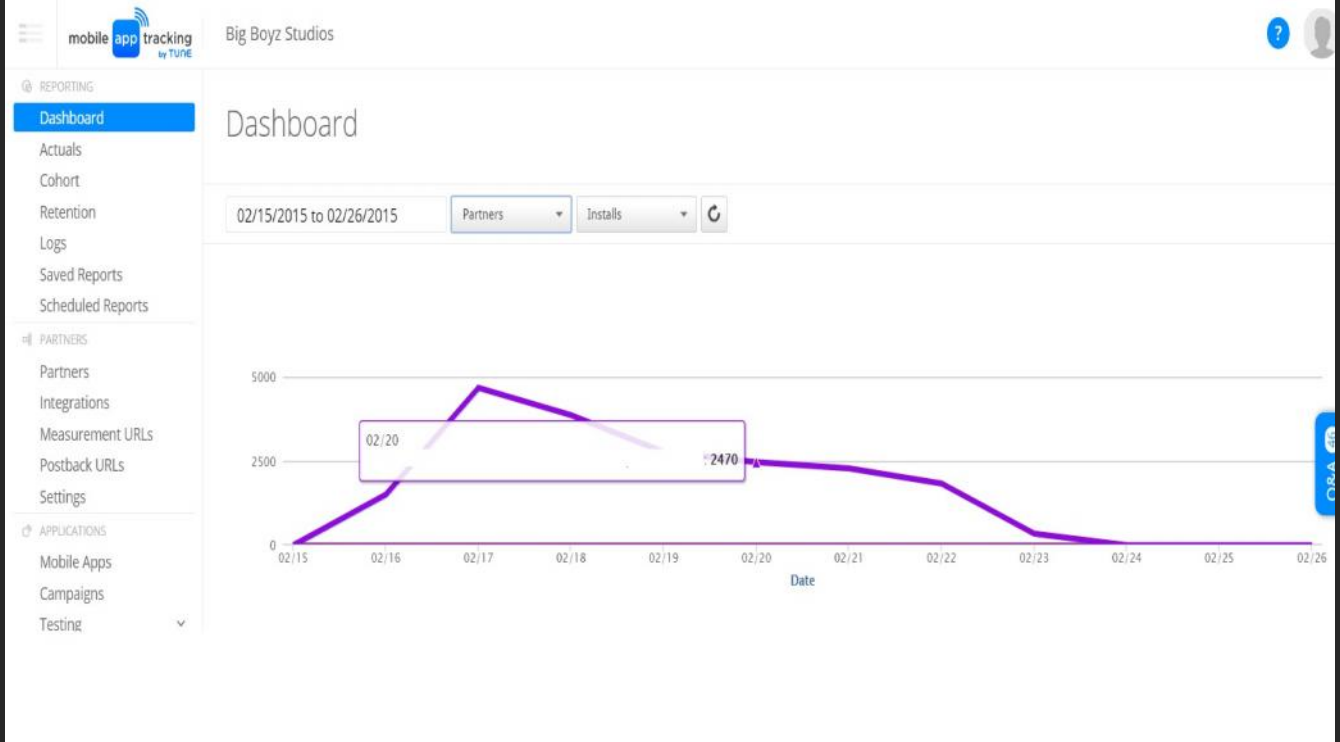
Campaign 1 / 7 - Feb 18 - CPI - iPhone & iPod - US iTunes Store only - Daily Installs Report



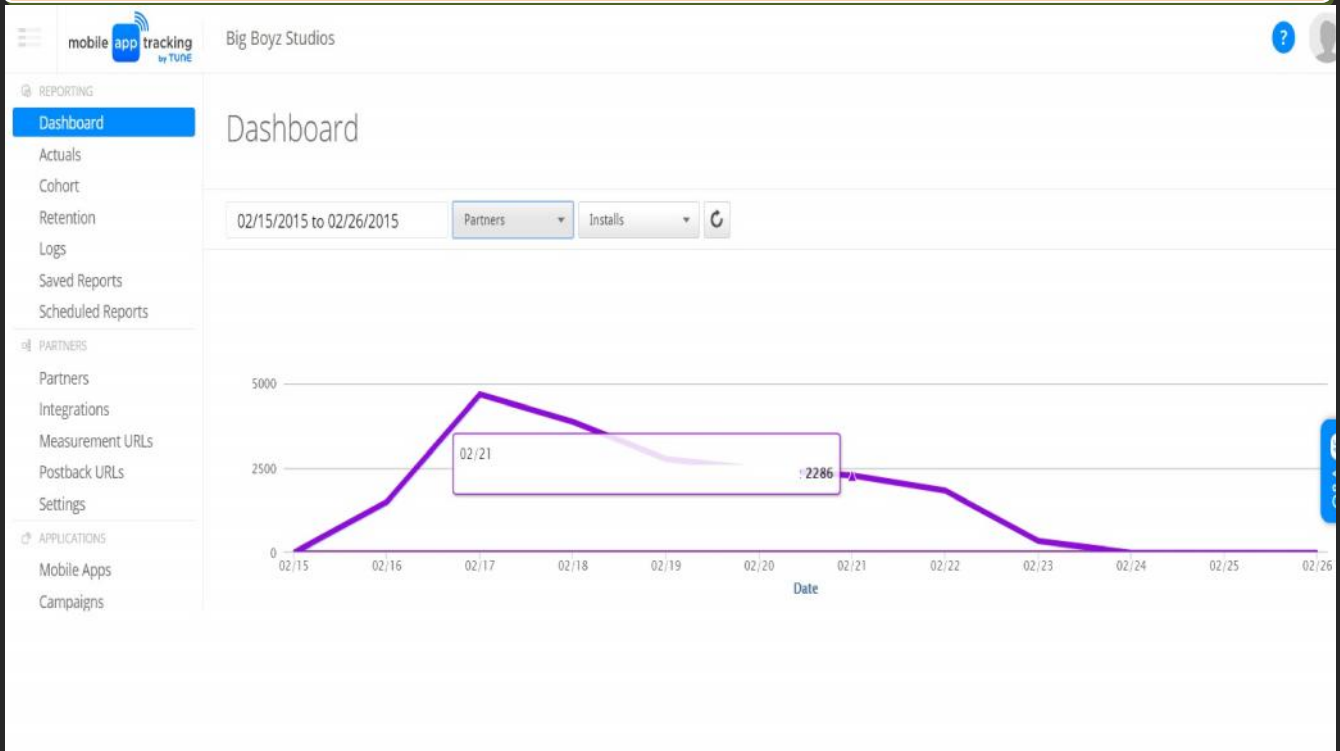
Campaign 1 / 8 - Feb 19 - CPI - iPhone & iPod - US iTunes Store only - Daily Installs Report



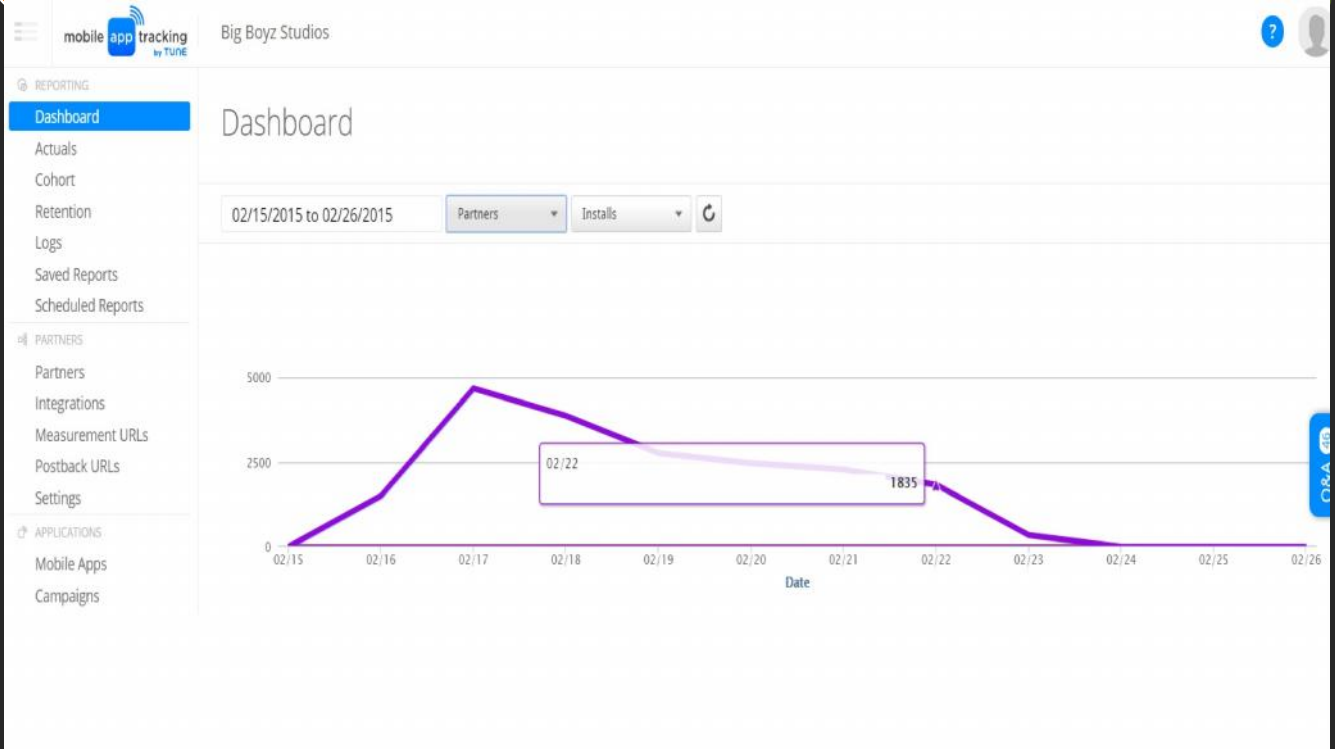
Campaign 1 / 9 - Feb 20 - CPI - iPhone & iPod - US iTunes Store only - Daily Installs Report



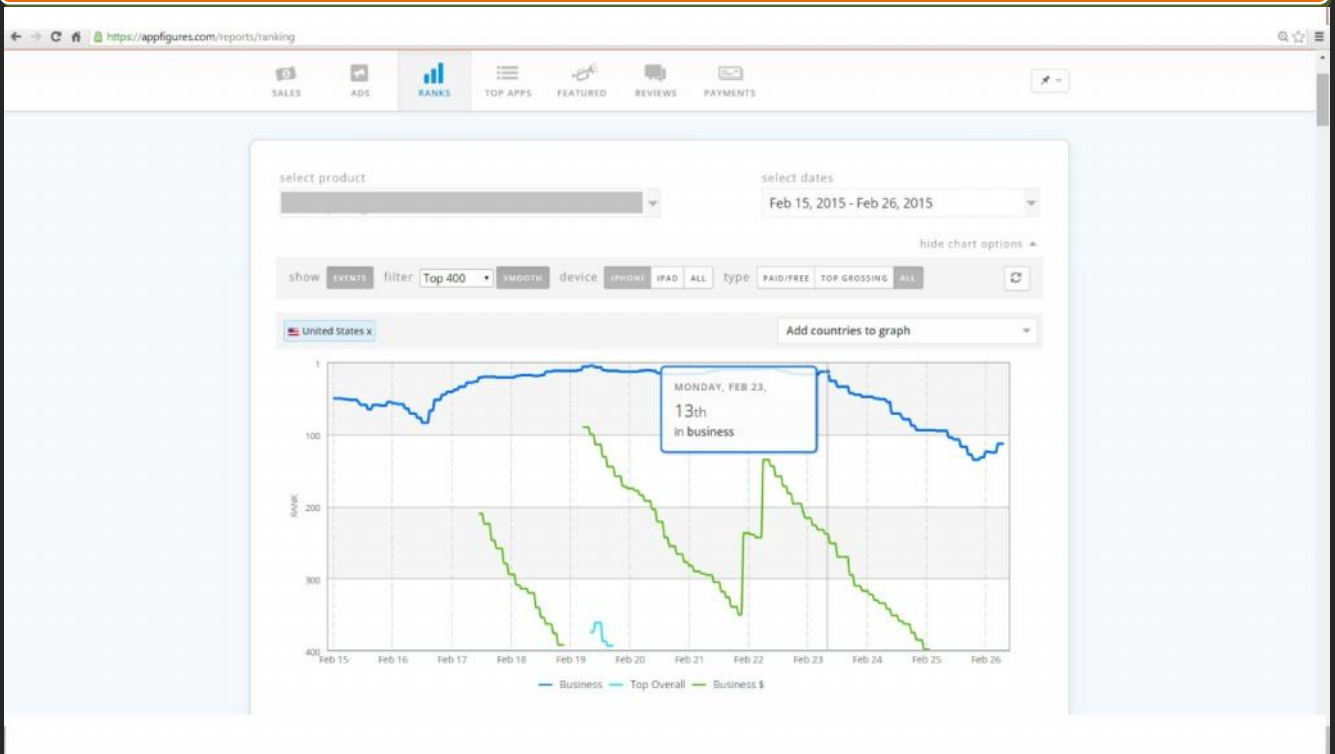
Campaign 1 / 10 - Feb 21 - CPI - iPhone & iPod - US iTunes Store only - Daily Installs Report



Campaign 1 / 11 - Feb 22 - CPI - iPhone & iPod - US iTunes Store only - Daily Installs Report



Campaign 1 / 12 - Feb 16 to 23 - AppFigures - Rank Chart - at Conclusion of Campaign



Campaign 2 / 1 - Feb 12 - CPI - iPhone & iPod - US iTunes Store only - Boost up Level 1 Campaign - Daily Installs Report



Campaign 2 Overview

- **Campaign Type** : Cost-Per-Install Guaranteed Installs Campaign
- **Target Geos** : US iTunes App Store
- **Target Devices** : iPhone & iPod Touch
- **Total Clicks Volume** : 12059
- **Hourly Average Installs** : 442
- **Rank before campaign Started (Category)** : 400th+ (Business)
- **Lowest to Highest Rank difference** : 392+ ranks

Total Installs Volume:

10607

Highest rank during campaign Started (Category) :

8th (Business)

Conversion Rate :

87.96%

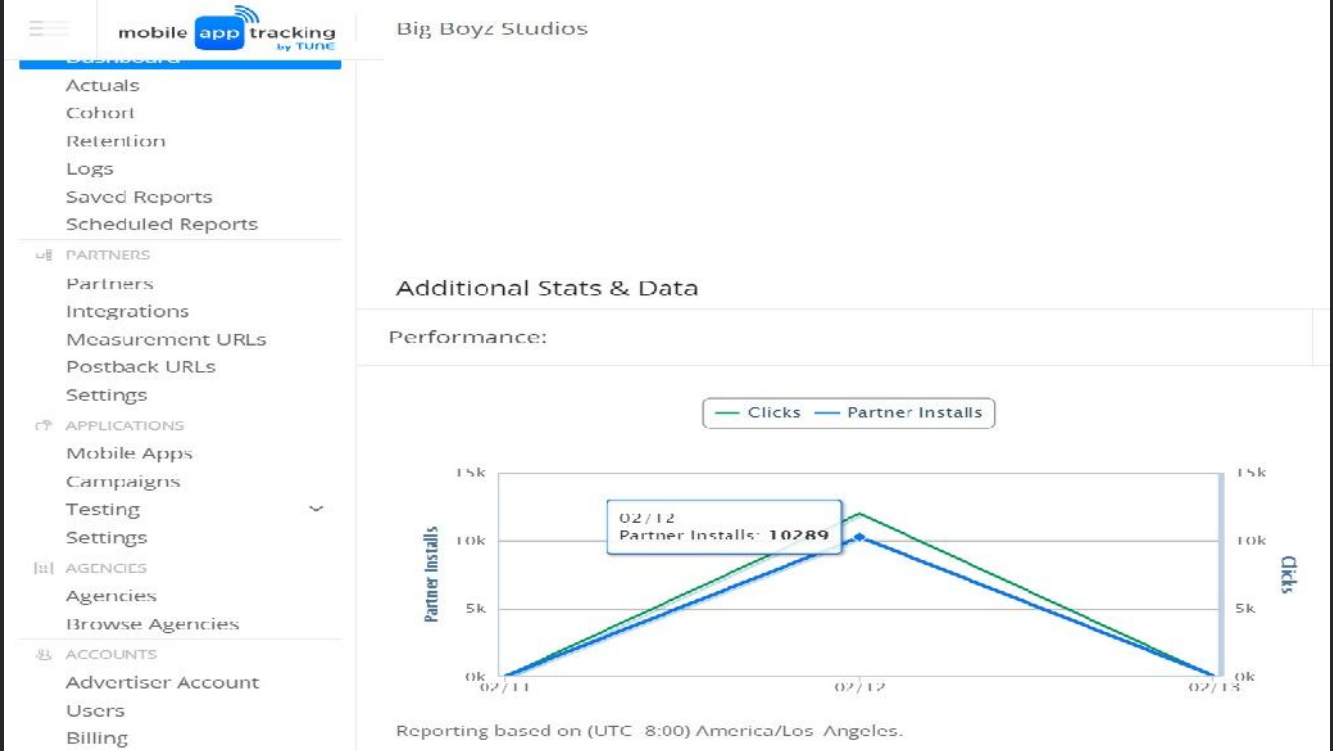
Campaign Duration:

1 Day (24 hours)

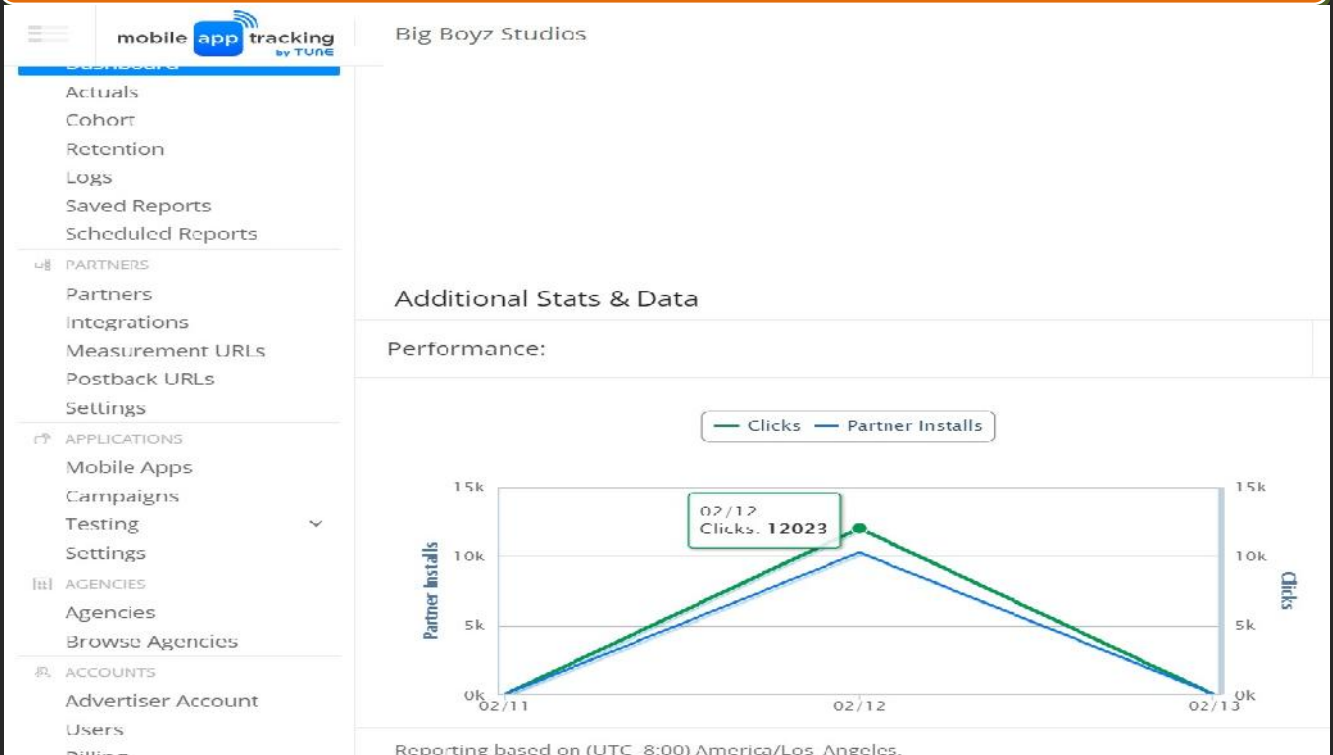
Campaign 2 / 2 - Feb 12 - AppFigures - Rank Chart - Highest Rank during Campaign



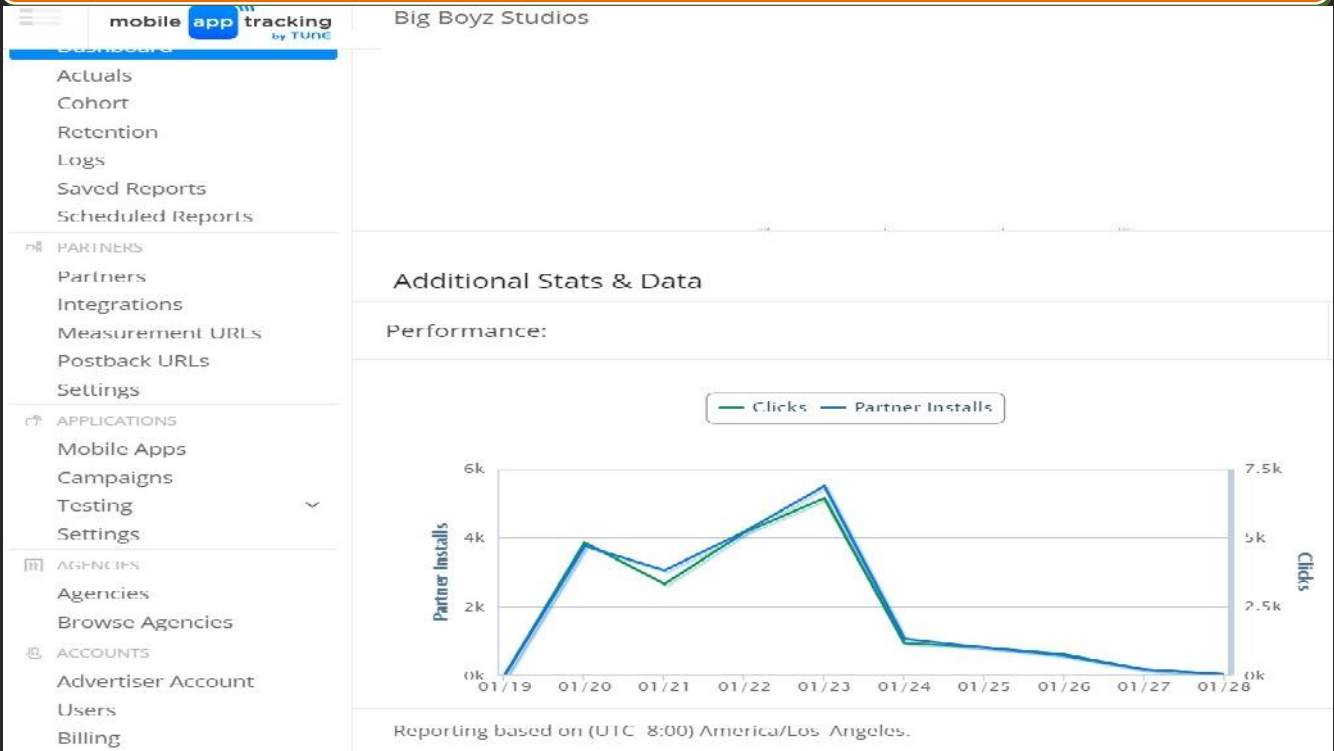
Campaign 2 / 3 - Feb 12 - CPI - iPhone & iPod - US iTunes Store only - Boost up Level 1 Campaign - Total Installs Report



Campaign 2 / 4 - Feb 12 - CPI - iPhone & iPod - US iTunes Store only - Boost up Level 1 Campaign - Total Clicks Report



Campaign 3 / 1 - Jan 20 - CPI -iPhone & iPod - US iTunes Store Campaign - Overall conversion rate - Daily Installs and Clicks Report



Campaign 3 Overview

- **Campaign Type** : Cost-Per-Install Guaranteed Installs Campaign
- **Target Geos** : US iTunes App Store
- **Target Devices** : iPhone & iPod Touch
- **Total Clicks Volume** : 22938
- **Daily Average Installs** : 2729
- **Rank before campaign Started (Category)** : 373rd (Photography)
- **Rank at conclusion of campaign (Category)** : 196th (Photography)
- **Lowest to Highest Rank difference** : 330 ranks

Total Installs Volume:

19102

Highest rank during campaign Started (Category) :

43rd (Photography)

Conversion Rate :

83.28%

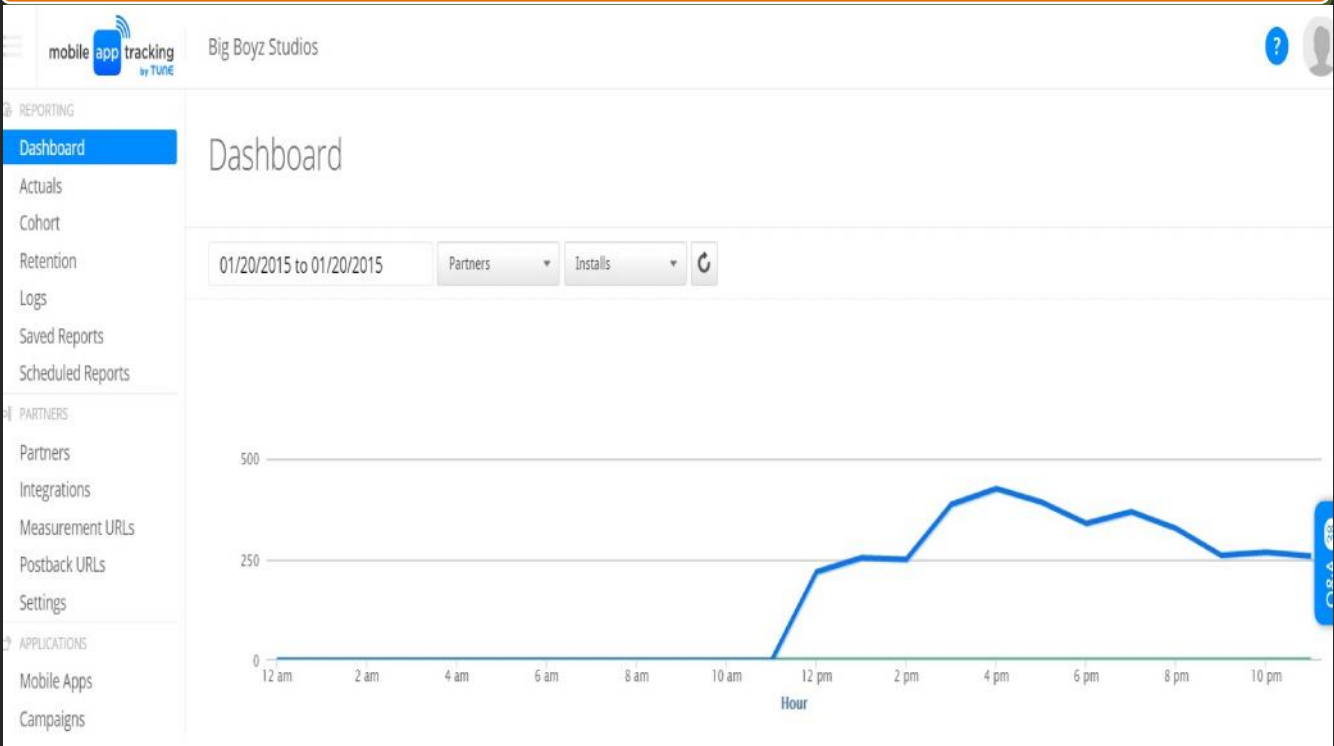
Campaign Duration:

7 Days

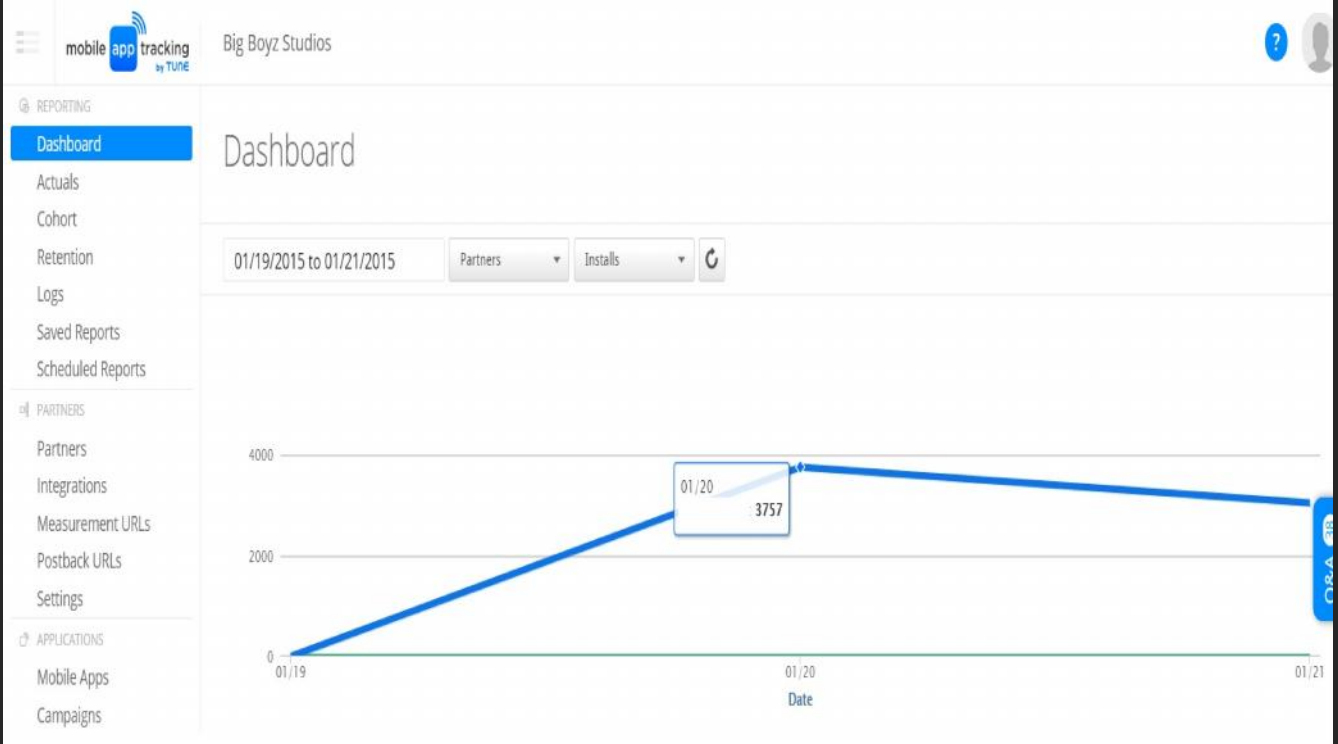
Campaign 3 / 2 - Jan 20 to Jan 27 - AppFigures - Rank Chart - Highest Rank During Campaign



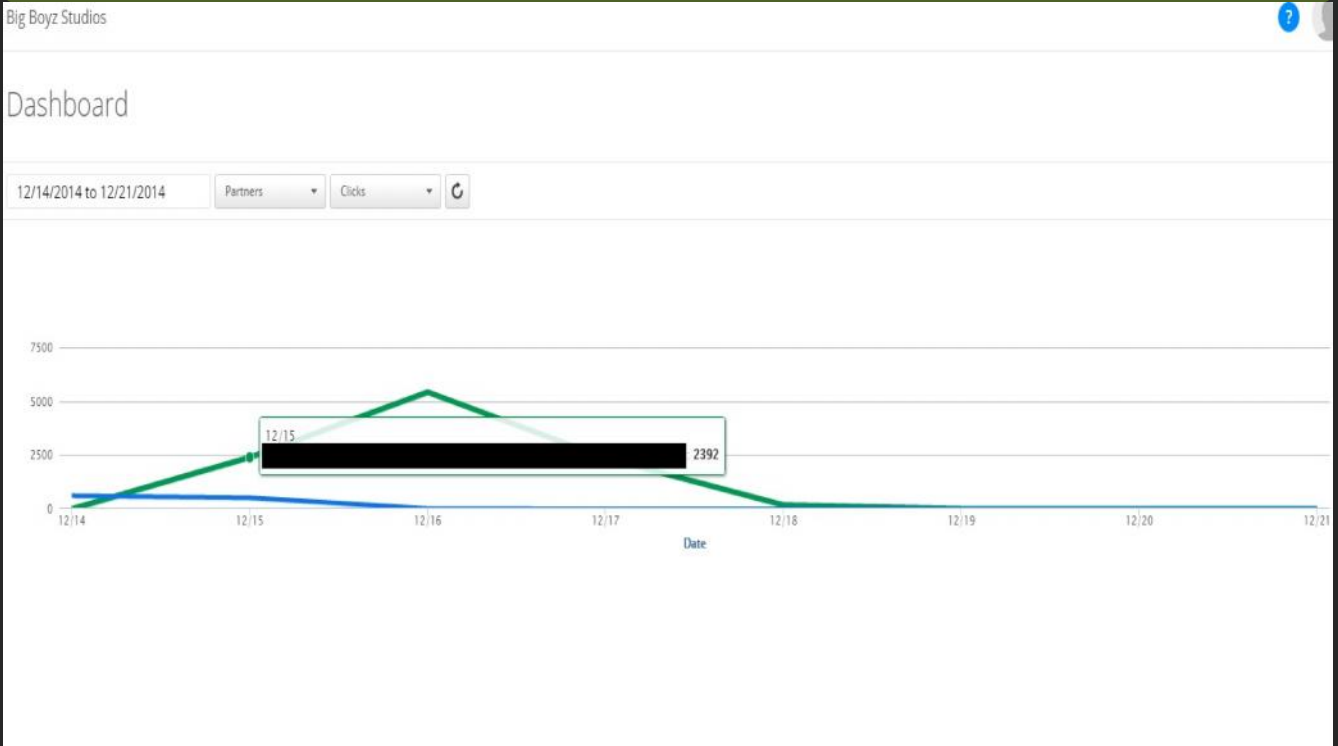
Campaign 3 / 3 - Jan 20 (0-12 Hrs) - CPI - iPhone & iPod - US iTunes Store only Campaign - Hourly Install



Campaign 3 / 4 - Jan 20 (0-12 Hrs) - CPI - iPhone & iPod - US iTunes Store only Campaign - Daily Installs



Campaign 4 / 1 - Dec 15 - CPC iPhone & iPod US iTunes Store only Campaign Screenshot Report Rate



Campaign 4 Overview

- **Campaign Type** : Cost-Per-Click Guaranteed Installs Campaign
- **Target Geos** : US iTunes App Store
- **Target Devices** : iPhone & iPod Touch
- **Total Installs Volume** : NA
- **Conversion Rate** : NA
- **Campaign Duration**: 4 Days
- **Daily Average Click** : 2585
- **Rank before campaign Started (Category)** : 33rd (Business)
- **Rank at conclusion of campaign (Category)** : 25th (Business)

Total Clicks Volume:

10342

Highest rank during campaign Started (Category) :

10th (Business)

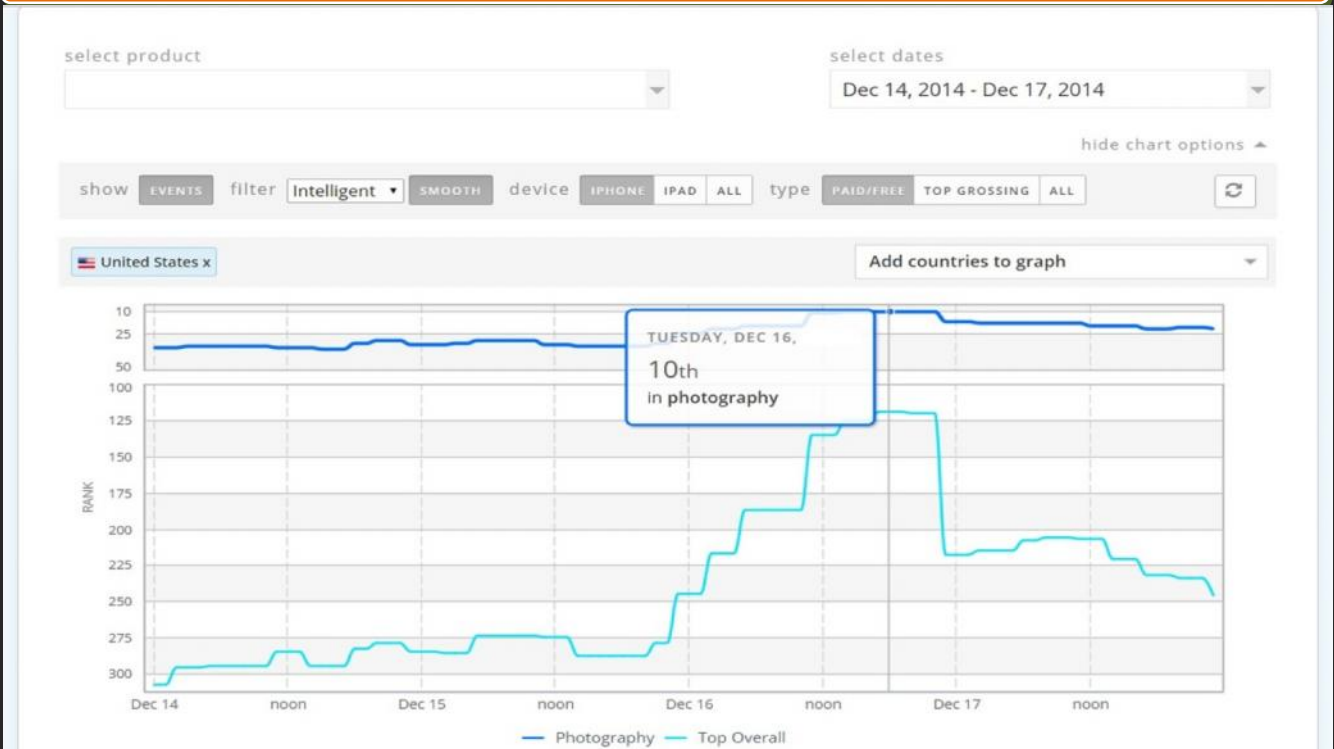
Daily Average Click :

2585

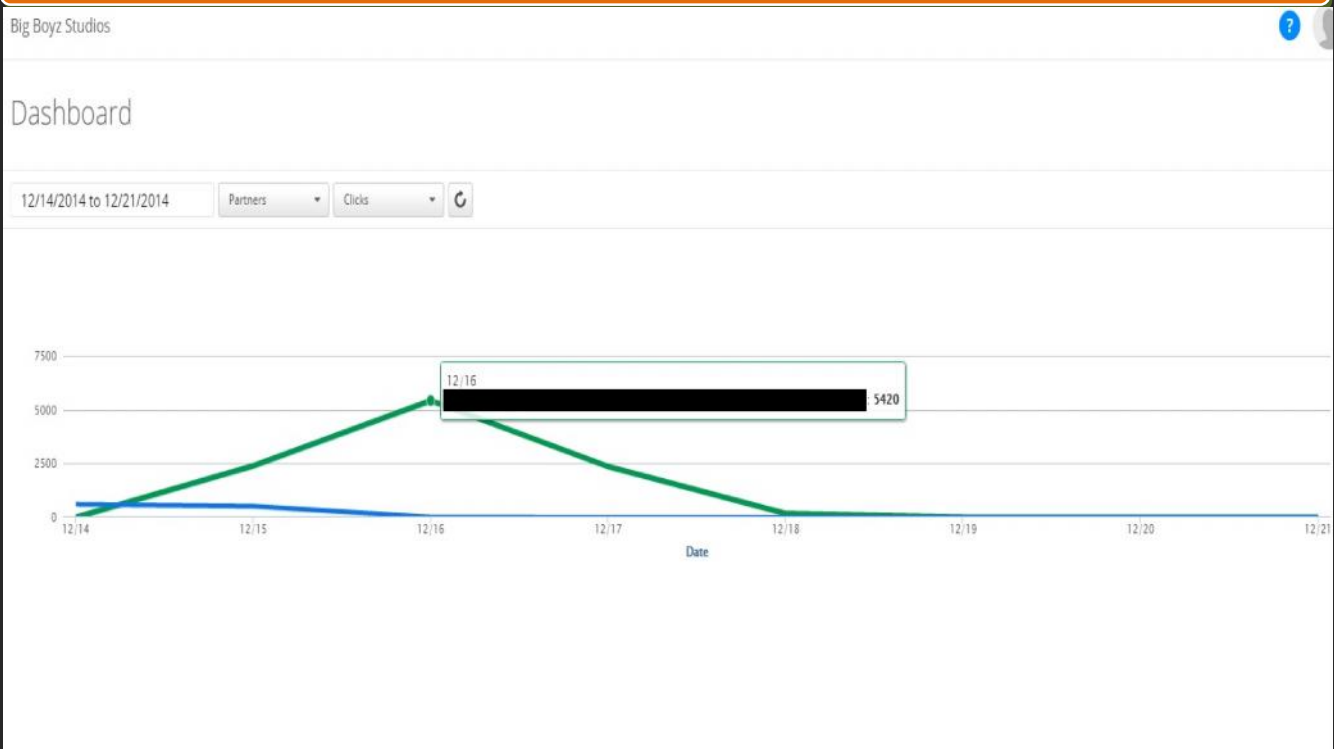
Campaign Duration:

4 Days

Campaign 4 / 2 - Dec 15 to Dec 17 - AppFigures - Rank Chart - Highest Rank During Campaign



Campaign 4 / 3 - Dec 16 - CPC iPhone & iPod US iTunes Store only Campaign Screenshot



Campaign 5 / 1 - Nov 11 - CPI iPhone & iPod US iTunes Store only Campaign Screenshot



Campaign 5 Overview

- **Campaign Type** : Cost-Per-Install Guaranteed Installs Campaign
- **Target Geos** : US iTunes App Store
- **Target Devices** : iPhone & iPod Touch
- **Total Installs Volume** : 2133
- **Total Clicks Volume** : 2530
- **Rank before campaign Started (Category)** : 29th (Business)
- **Rank at conclusion of campaign (Category)** : 25th (Business)
- **Lowest to Highest Rank difference** : 6 ranks

Total Installs Volume:

2133

Highest rank during campaign Started (Category) :

23rd (Business)

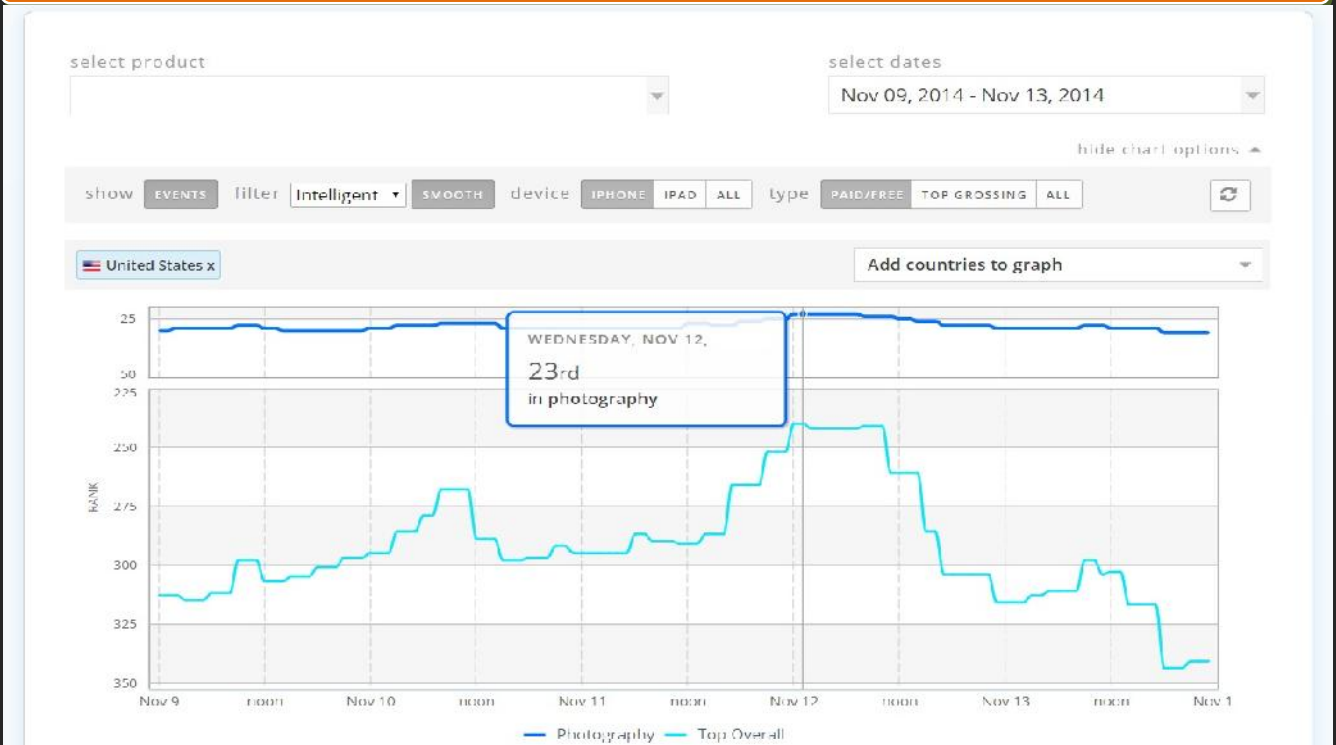
Conversion Rate :

84.31%

Campaign Duration:

1 Day

Campaign 5 / 2 - Nov 11 - AppFigures - Rank Chart - Highest Rank During Campaign



Campaign 6 / 1 - June 13 - CPI - Global - All Device Campaign

Big Boyz Studios

Dashboard

05/09/2014 to 06/17/2014

Permanents

Installs



Campaign 6 Overview

- **Campaign Type** : Cost-Per-Install Guaranteed Installs Campaign
- **Target Geos** : Global
- **Target Devices** : All Device
- **Total Clicks Volume** : 5694
- **Hourly Average Installs** : 204
- **Rank before campaign Started (Category)** : 400th+ (Games>Trivia) / 400th+ (Games>Word)
- **Lowest to Highest Rank difference** : 372+ ranks (Games>Trivia) / 367+ ranks (Games>Word)

Total Installs Volume:

4886

Highest rank during campaign Started (Category) :

28th (Games>Trivia) / **31st** (Games>Word)

Conversion Rate :

85.81%

Campaign Duration:

1 Day

Campaign 6 / 2 - June 13 - AppFigures - Rank Chart - Highest Rank During Campaign

<https://appfigures.com/reports/ranking>

select product

select dates

Jun 11, 2014 - Jun 14, 2014

hide chart options

show

EVENTS

filter

Top 400

SMOOTH

device

IPHONE

IPAD

ALL

type

PAID/FREE

TOP GROSSING

ALL

United States x

Add countries to graph



Case Study Apps Improved Rank Visibility Duration & ROI Report

Case Study Campaign No	Date	Type	Package	Campaign Duration	Improved Rank Visibility Duration	ROI	Install volume Prior to campaign	Additional Installs	Returns in terms of (\$)	Average Increase in organic install volume
Campaign 2 (App Category : Business)	12 February 2015	CPI	Boost up - 10k Installs	1 Day	4 days+ (Check note)	234%	1000	4678	11695	1170
Campaign 1 (App Category : Business)	16 February 2015	CPI	20K installs (add-on to Feb 12 campaign)	7 Days	8 Days	610%	1000	14633	36582	1829
Campaign 3 (App Category : Photography)	20 January 2015	CPI	20k Installs	7 Days	9 days	468%	1000	11230	28075	1248
Campaign 4 (App Category : Business)	15 December 2014	CPC	10K Installs	4 Days	4 days	NA	NA	NA	NA	NA
Campaign 5 (App Category : Business)	11 November 2014	CPI	2.5k Installs	1 Day	1 Day	366%	17122	2049	5122	2049
Campaign 6 (App Category : Games)	13 June 2014	CPI	5k Installs	1 Day	12 Day	NA	NA	NA	NA	NA

Notes:

- **Campaign 2:** Category ranking prior to campaign 133, highest rank during campaign 8th, Rank at starting of add-on campaign to maintain rank visibility on 4th day was at 55th rank which was still 78 ranks high compare to prior to campaign ranking status
- **Campaign 5:** The visibility duration was for shorter period as given app was High ranking app, and it was ranking in overall top 300 ranking app prior to campaign itself.
- **Campaign 6:** The visibility duration was for longer period as given app was Low ranking app, and it was ranking in 1400+ category ranking app
- **Campaign 4:** It was carried out on CPC bases without our SDK integration, so we don't have pre & post campaign install insight about it, so we can't provide any inputs / conclusions for same.

Campaign Wise Open Rate Analysis Report for GIC campaigns

Campaign 1	Refer (Campaign No) in our Case Study Document
1.88%	Organic Traffic's Open Rate for 6 Days - for Period of 1 Month
0.20%	Incentivized Traffic Open Rate for 6 Days - for Period of 1 Month
2.00%	Effective Open rate of Our Campaign's (Incentivized) Traffic, after applying factor of 10x.
6.38%	Our (Incentivized) Traffic's Open rate is better (Higher by) then Organic (Non-Incentivized) Traffic
500+	Average Additional Organic Installs During Campaign Period
Top 15 (Business)	Rank Range During Campaign Period (App Category)

Campaign 2	Refer (Campaign No) in our Case Study Document
2.06%	Organic Traffic's Open Rate of single campaign Day - for Period of 1 Month
0.306%	Incentivized Traffic Open Rate of single campaign Day - for Period of 1 Month
3.06%	Effective Open rate of Our Campaign's (Incentivized) Traffic, after applying factor of 10x.
48.54%	Our (Incentivized) Traffic's Open rate is better (Higher by) then Organic (Non-Incentivized) Traffic
700+	Average Additional Organic Installs During Campaign Period
Top 10 (Business)	Rank Range During Campaign Period (App Category)

Campaign 3	Refer (Campaign No) in our Case Study Document
1.67%	Organic Traffic's Open Rate for 7 Days - for Period of 1 Month
0.35%	Incentivized Traffic Open Rate for 7 Days - for Period of 1 Month
3.5%	Effective Open rate of Our Campaign's (Incentivized) Traffic, after applying factor of 10x.
109.58%	Our (Incentivized) Traffic's Open rate is better (Higher by) then Organic (Non-Incentivized) Traffic
400+	Average Additional Organic Installs During Campaign Period
Top 50 - 100 (Photography)	Rank Range During Campaign Period (App Category)

Campaign 5	Refer (Campaign No) in our Case Study Document
1.43%	Organic Traffic's Open Rate of single campaign Day - for Period of 1 Month
0.21%	Incentivized Traffic Open Rate of single campaign Day - for Period of 1 Month
2.1%	Effective Open rate of Our Campaign's (Incentivized) Traffic, after applying factor of 10x.
46.85%	Our (Incentivized) Traffic's Open rate is better (Higher by) then Organic (Non-Incentivized) Traffic
Can't be Estimated	Average Additional Organic Installs During Campaign Period
Top 25	Rank Range During Campaign Period (App Category)

Note	as CPI of Organic (non-incentivized) traffic is at 10 times to the CPI of Incentivized traffic of any given market, without taking into effect the volume factor which increases CPI of organic traffic further more than 10x factor.
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Campaign's Total Installs Volume	Guaranteed Installs CPI based (SDK tracked) US Targeted Campaigns	For Our Campaign Traffic Volume				For Organic Traffic Volume			
		Open Rate Post Campaign Period - On Campaign Day or <u>Day 0 - 100% Open rate</u> across all options.							
		Rolling Open Rate (%)		Classic Open Rate (%)		Rolling Open Rate (%)		Classic Open Rate (%)	
19110	20 January 2015	Day 1	Day 7	Day 1	Day 4	Day 1	Day 7	Day 1	Day 4
	Actual Open Rate	3.00	1.00	1.00	0.71	19	3	8	3
	X10 Cost Factor Multiplier (Our traffic cost 1/10th of organic traffic cost)	30.0	10.0	10.0	7.1	19	3	8	3
	Our traffic's open rate higher to Organic traffic's open rate post cost-factor	58%	233%	25%	138%				
30385	Feb 12 & Feb 16 2015	Day 1	Day 7	Day 1	Day 7	Day 1	Day 7	Day 1	Day 7
	Actual Open Rate	5.84	1.92	2.92	0.96	33	11	18	5
	X10 Cost Factor Multiplier (Our traffic cost 1/10th of organic traffic cost)	58.4	19.2	29.2	9.6	33	11	18	5
	Our traffic's open rate higher to Organic traffic's open rate post cost-factor	77%	74%	62%	92%				
20357	19 March 2015	Day 1	Day 7	Day 1	Day 5	Day 1	Day 7	Day 1	Day 5
	Actual Open Rate	2.90	0.95	1.95	0.95	28	8	17	7
	X10 Cost Factor Multiplier (Our traffic cost 1/10th of organic traffic cost)	29.0	9.5	19.5	9.5	28	8	17	7
	Our traffic's open rate higher to Organic traffic's open rate post cost-factor	3.7%	18.9%	14.8%	35.9%				
20023	08 May 2015	Day 1	Day 4	Day 1	Day 4	Day 1	Day 4	Day 1	Day 4
	Actual Open Rate	4.48	1.95	1.76	1.71	21	7	12	4
	X10 Cost Factor Multiplier (Our traffic cost 1/10th of organic traffic cost)	44.8	19.5	17.6	17.1	21	7	12	4
	Our traffic's open rate higher to Organic traffic's open rate post cost-factor	113%	179%	47%	329%				
Note	For definition of Rolling and Classic Open visit - https://help.tune.com/marketing-console/understanding-retention-reports/								

**For More Information
e-mail us**

@

Contact@BigBoyzAds.com

Or

Your Account Manager