

Big Boyz Ads

Top Ranking Campaign (Case Study)

www.bigboyzads.com



iPhone US Overall Free Top 75 Ranking Campaign

Sample Campaign 1 Overview

- **Campaign Mix :**

- A) US iPhone Top 75 Rank Push Campaign (+)
- B) 3,500 Guaranteed Installs Campaign on CPI bases

- **Target Geos :** US iTunes App Store
- **Target Devices :** iPhone & iPod Touch
- **Rank before campaign Started (Category) :** 1500+ Rank Range (Across all categories)
- **Total Tracked Install Volume (Additional Organic + Guaranteed):** 37,192 (33,692 -Additional Organic Installs + 3500 - Guaranteed Installs Campaign)
- **Daily Average Additional Organic Installs During Campaign :** 8423 (Additional Organic Installs Only)
- **Additional Organic Installs Worth (Estimated) :** \$50,538 (Additional Organic Installs Only @ assumed CPI of \$1.5 / Organic install)
- **Third Party Tracking SDK Included: Yes** (For organic and guaranteed installs tracking only, top ranking traffic can't be tracked)

Total Additional Organic Installs Received:

33,692

Highest rank during campaign (Category) :

- 51st** (Overall)
- 15th** (Games)
- 13th** (Business)
- 6th** (Action - Games)
- 8th** (Arcade-Games)

Top 75 Rank Range Visibility Duration :

12 Hours

Return on Investment for Given Campaign:

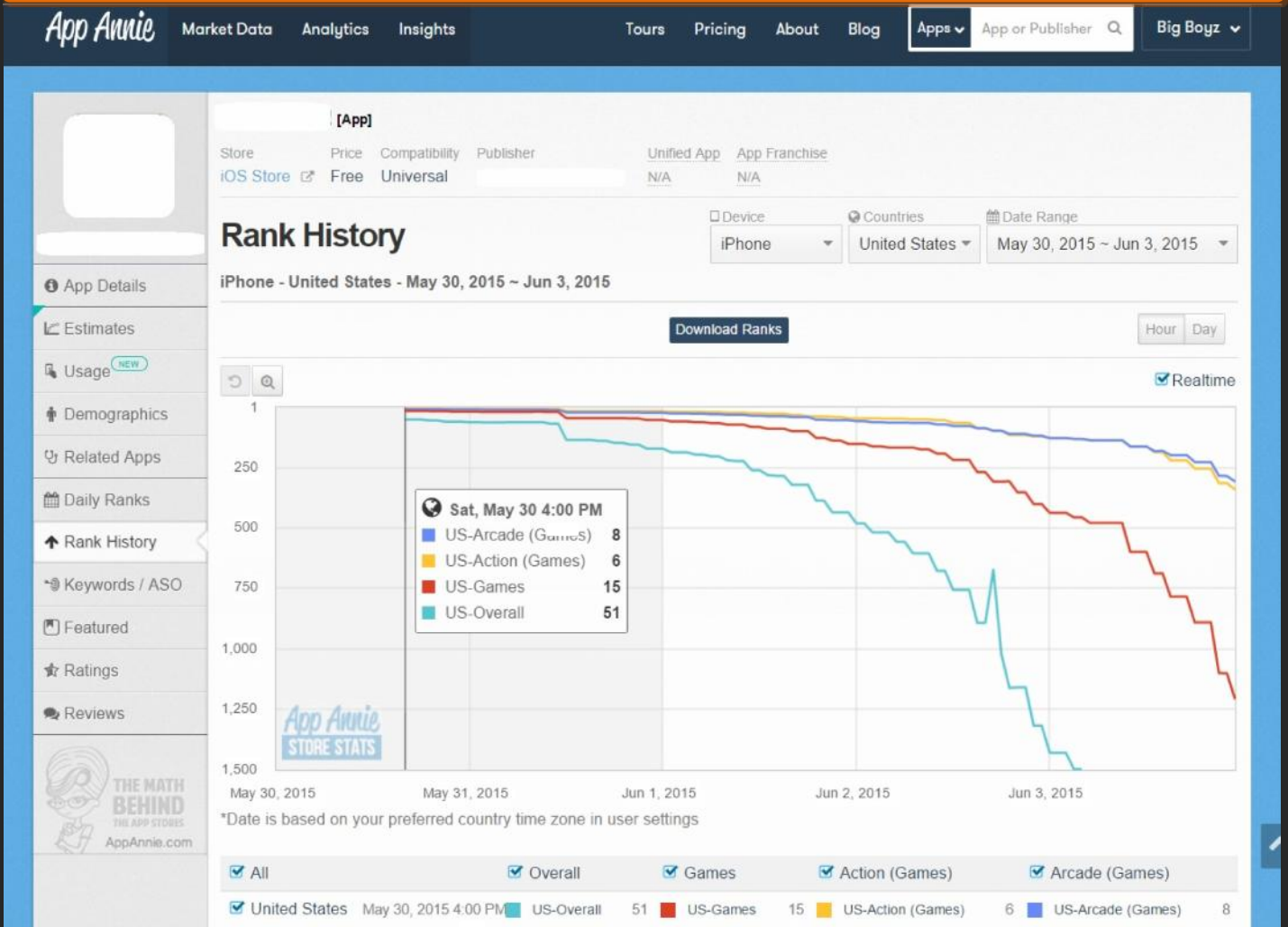
594% or 5.94 times

Campaign Status		With Additional Campaign Push - Post Top Ranking Campaign Push	Additional Campaign - Guaranteed Install Campaign for 3500 Installs
Date	Timeline	Overall Chart Rank	Target Rank Range
May 30th	By Early Evening (Target Rank Achieved)	51	Top 75
May 30th	Post Achievement + 4 Hrs	55	Top 75
May 31st	Post Achievement + 12 Hrs	63	Top 75
May 31st	Post Achievement + 24 Hrs	140	
June 1st	Post Achievement + 36 Hrs	196	
June 1st	Post Achievement + 48 Hrs	321	
June 2nd	Post Achievement + 60 Hrs	518	
June 3rd	Post Achievement + 72 Hrs	892	
June 3rd	Post Achievement + 84 Hrs	1497	

1. May 30th - Target Rank Overachieved (Target Rank iPhone US App Store Top 75) - Rank Chart



2. Rank Chart Movement from May 30th till June 3rd (wherein rank were in 1500+ rank range)



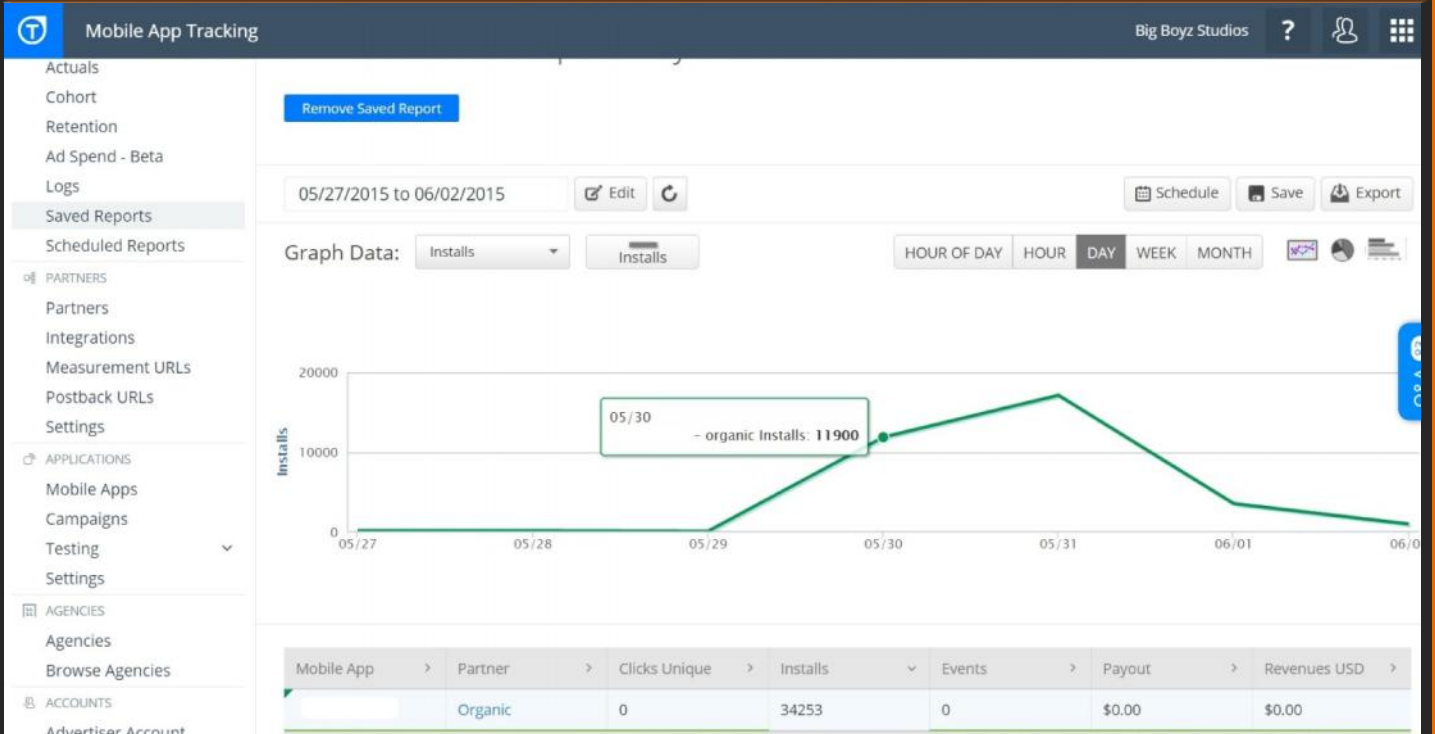
3. May 31st - Rank Chart - Target Rank Range Maintained (Target Rank iPhone US App Store Top 75) with help of Additional Campaign Push post Top Ranking Campaign concluded



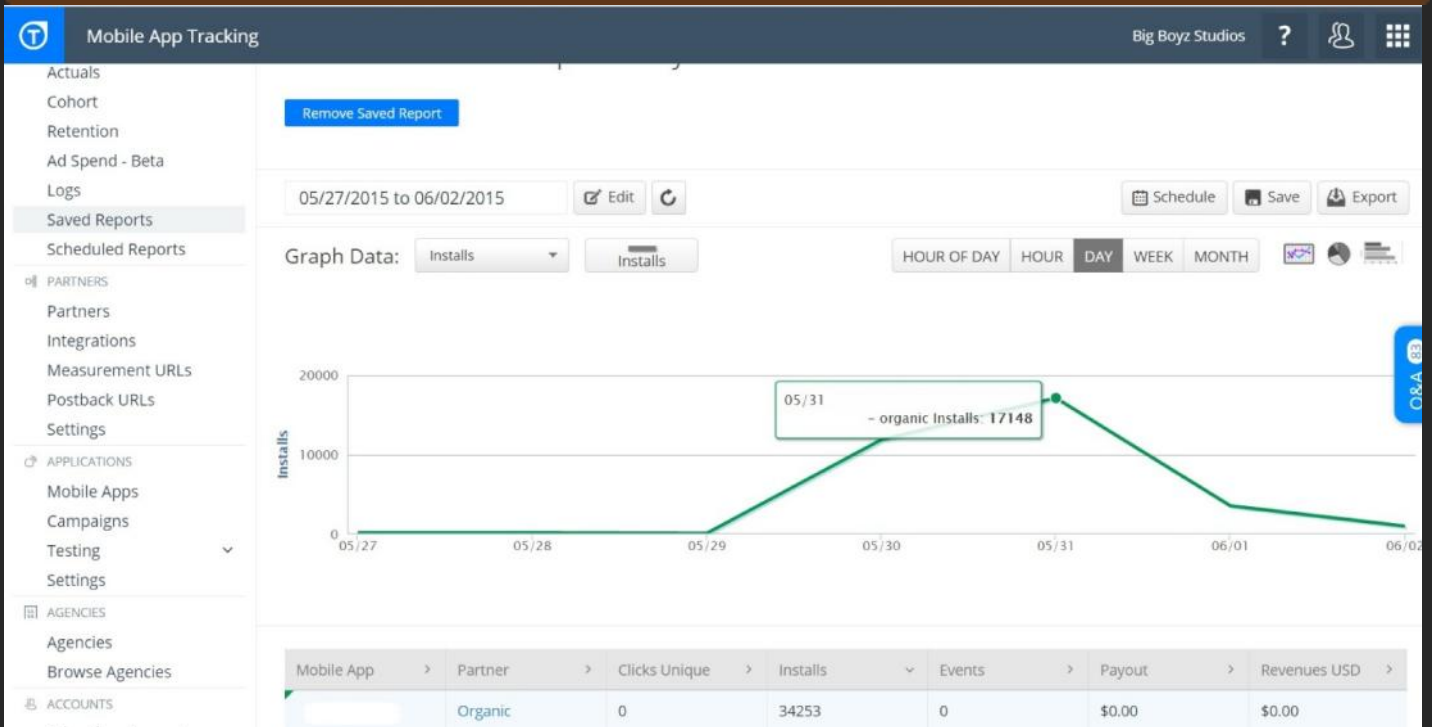
Organic Installs Volume During and Post Campaign Period

	Date	Daily Organic Installs Volume	Top Ranking Campaign Status		Guaranteed Installs Campaign Status	
			Started at	Completed at	Started at	Completed at
Pre - Campaign	May 27th	211				
	May 28th	213				
	May 29th	137				
Campaign Period	May 30th	11900	Started in morning	Target Rank achieved by early evening	Guaranteed Installs Push Started for 3500 installs, started as soon as Top Ranking Campaign was completed in early evening	
	May 31st	17148				Guaranteed Installs Push completed at 8 AM PST
Post - Campaign	June 1st	3605				
	June 2nd	1039				

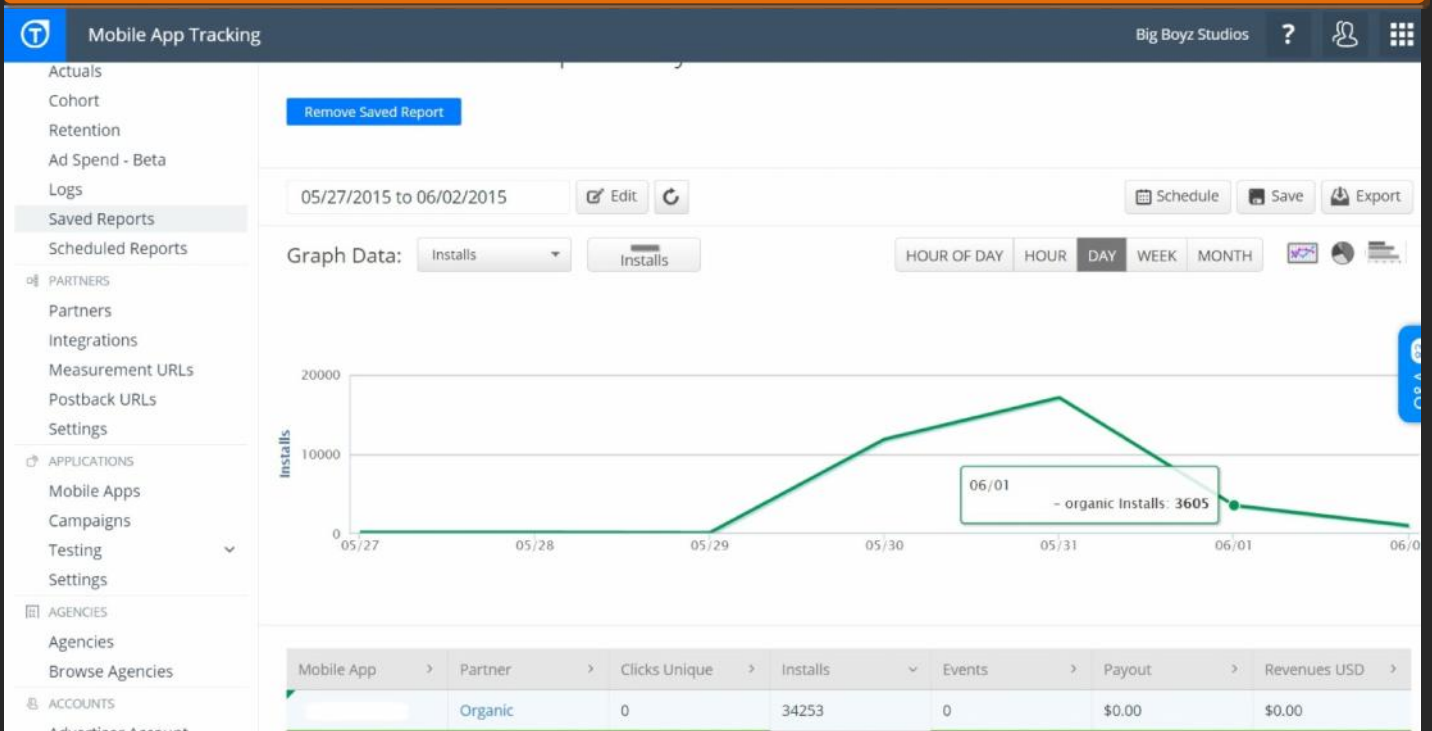
4. May 30th - Organic Install Volume - Graph Chart



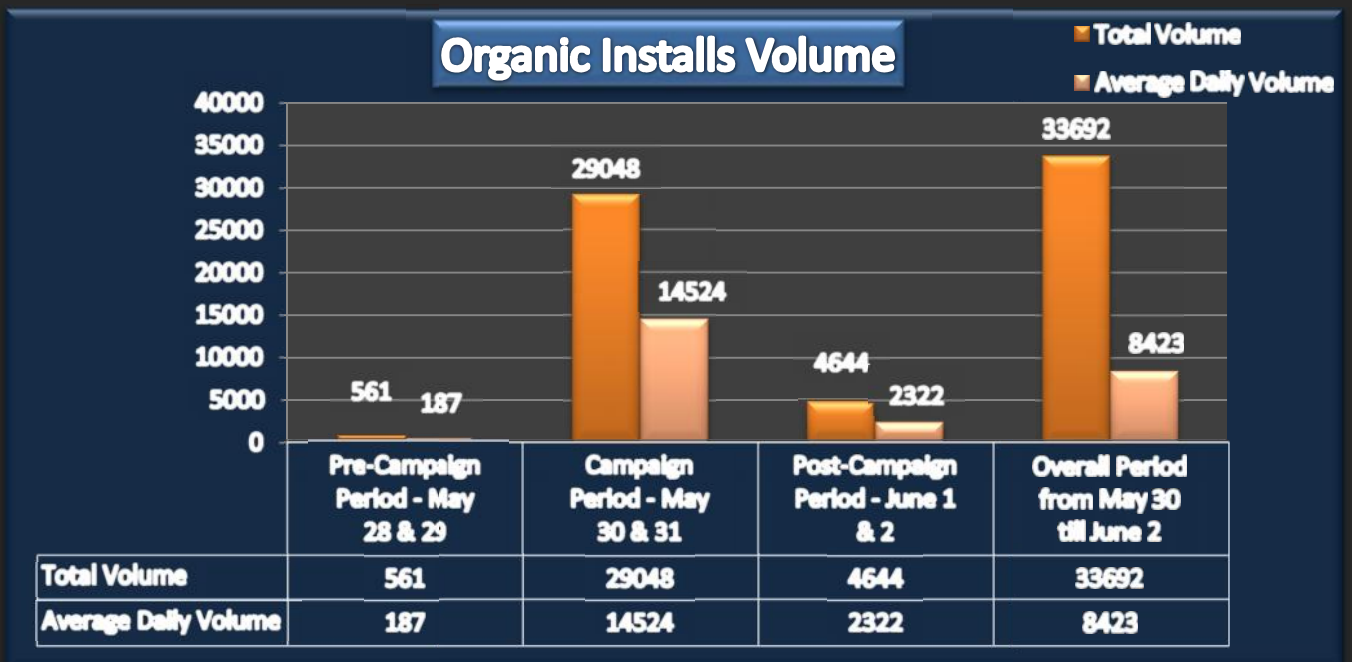
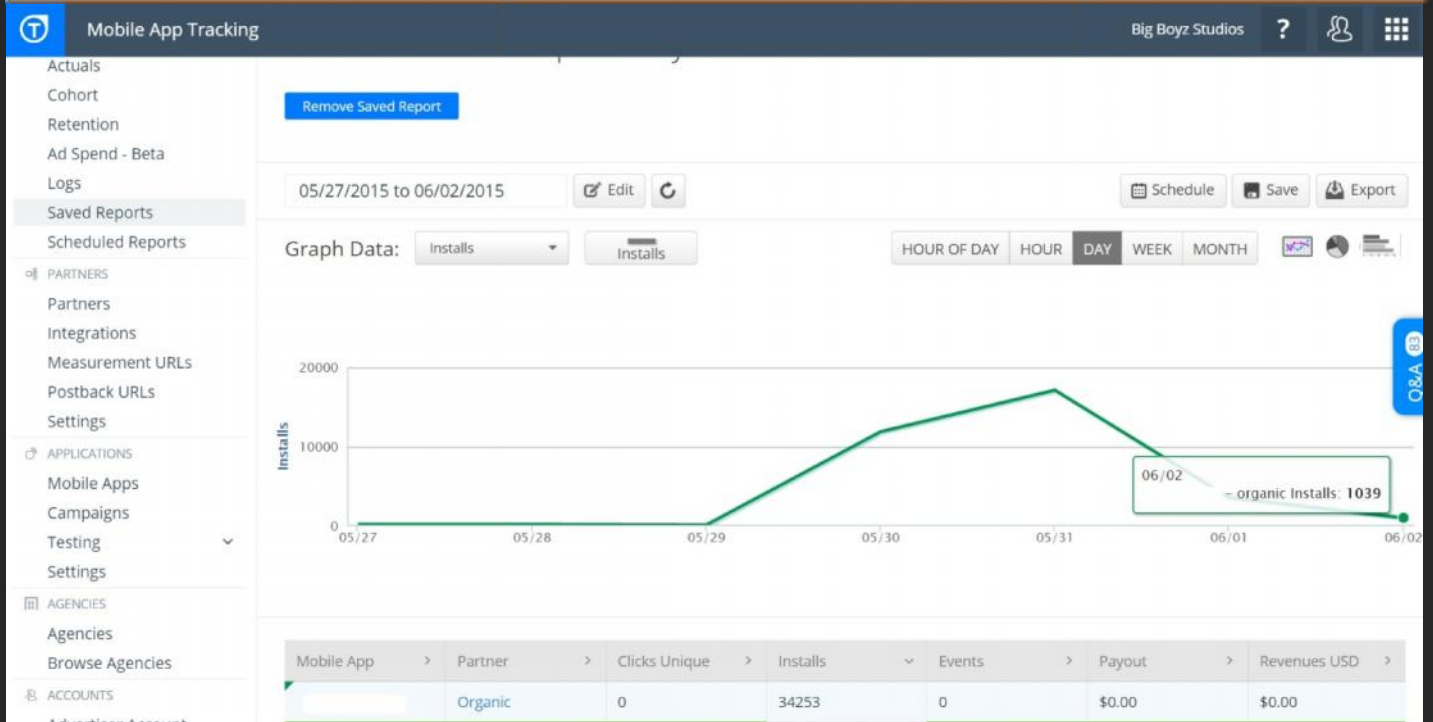
5. May 31st - Organic Install Volume - Graph Chart



6. June 1st - Organic Install Volume - Graph Chart



7. June 2nd - Organic Install Volume - Graph Chart



Campaign's Final Conclusions

- 1) Assuming \$1.5 CPI as value of each organic install driven because of campaign during given period the ***estimated total worth*** of overall organic installs stands at ***\$50,538***.
- 2) Based on above assumption it brings ***ROI*** of ***594%*** or ***5.94 times*** on total investment done with us, for given campaign.

iPad US Overall Free Top 50 Ranking Campaign

Sample Campaign 2 Overview

- **Campaign Mix :**

A) US iPad Top 50 Rank Push Campaign (+)

B) 5000 Guaranteed Installs Campaign Cost-Per-Click bases

- **Target Geos :** US iTunes App Store

- **Target Devices :** iPad

- **Rank before campaign Started (Category) :** 701 (Overall); 369 (Games) & 22 (Casino-Games)

- **Third Party Tracking SDK Included:** No

Highest rank during campaign (Category) :

4th (Games)

1st (Casino - Games)

Highest rank during campaign (Overall) :

6th (Overall)

Top 50 Rank Range
Visibility Duration :

20 Hours

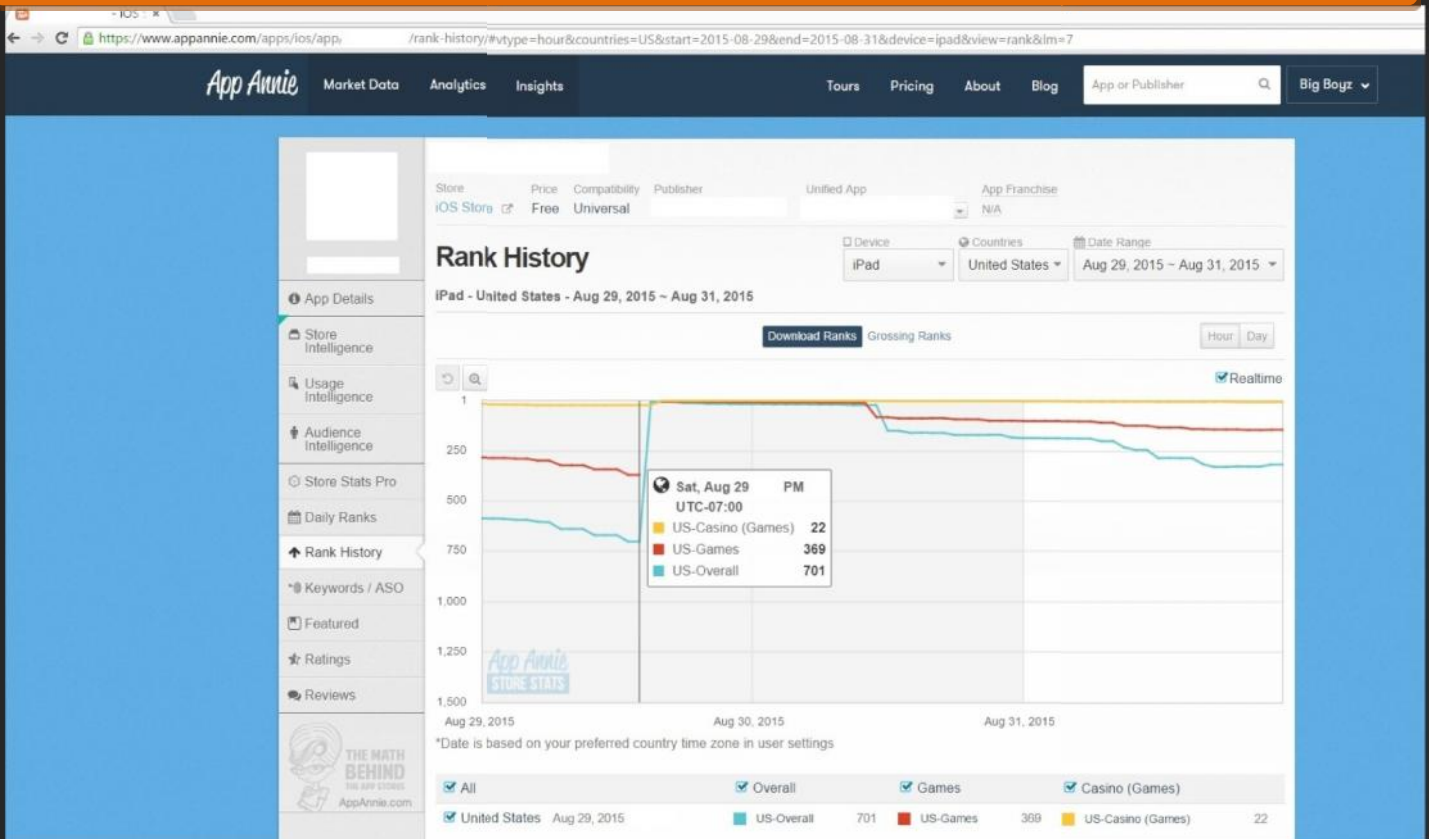
Upward Rank Jump:

695 ranks (Overall)

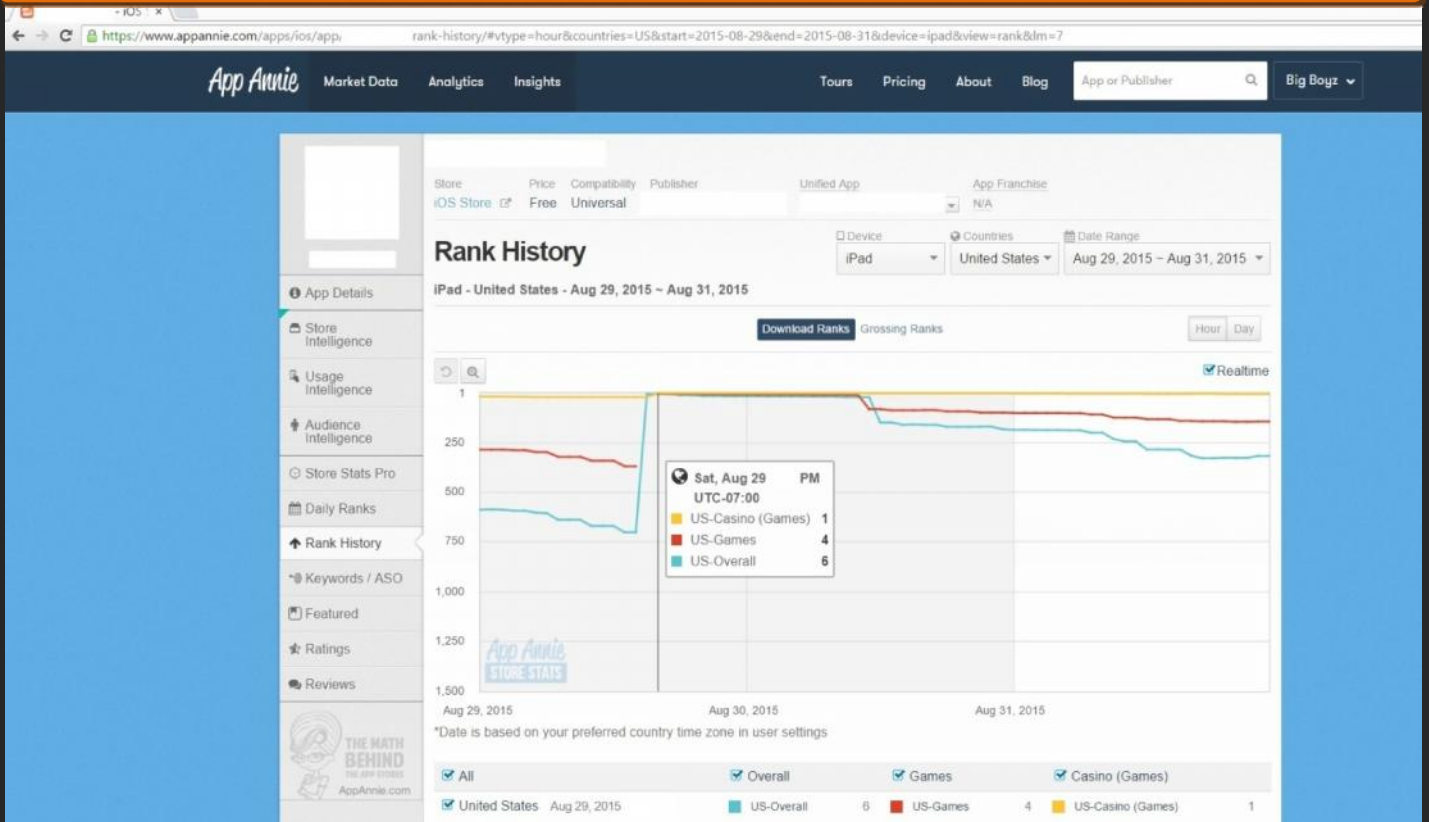
365 ranks (Games)

21 ranks (Casino-Games)

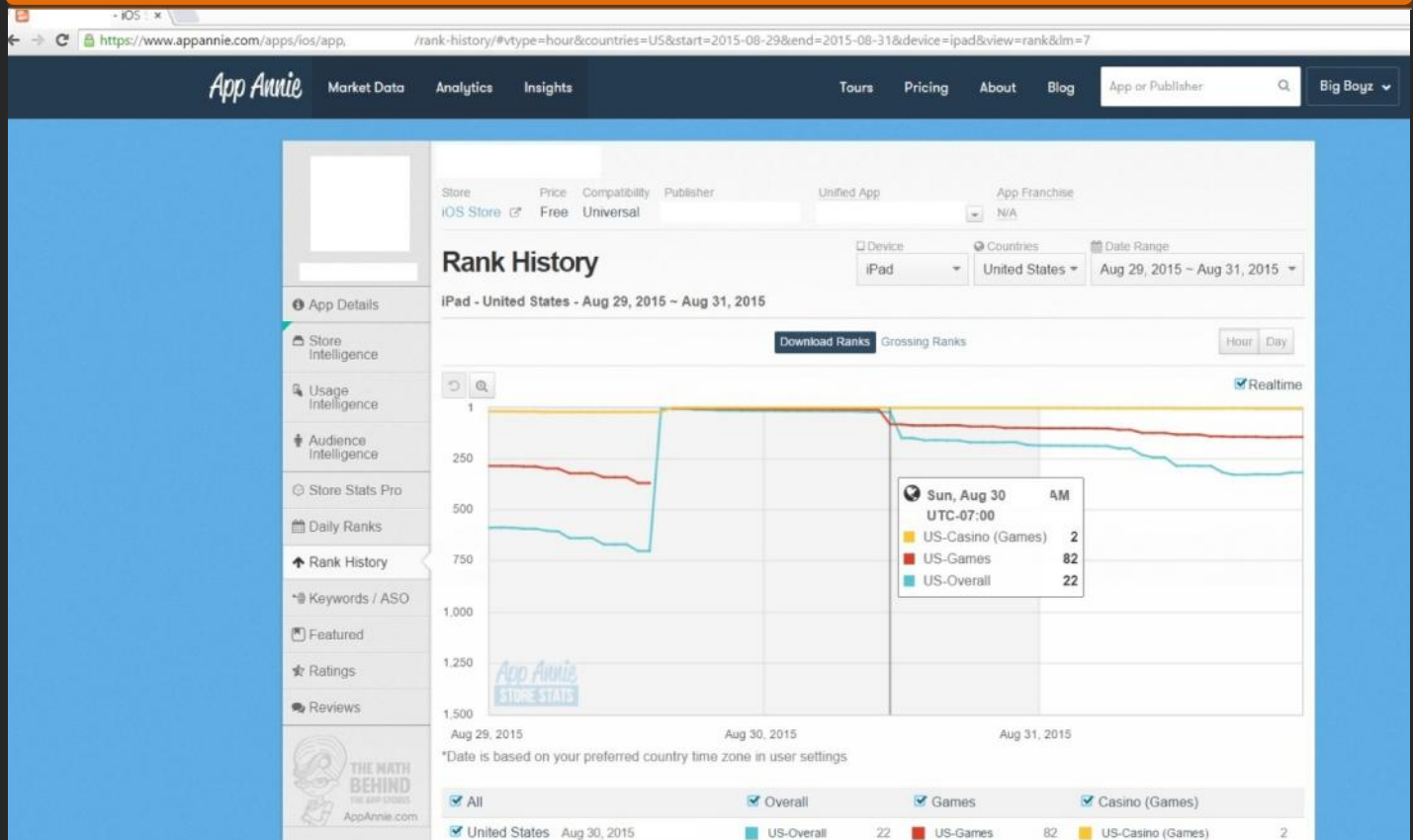
1. August 29th - Rank Range Before Campaign Push - AppAnnie Graph Chart



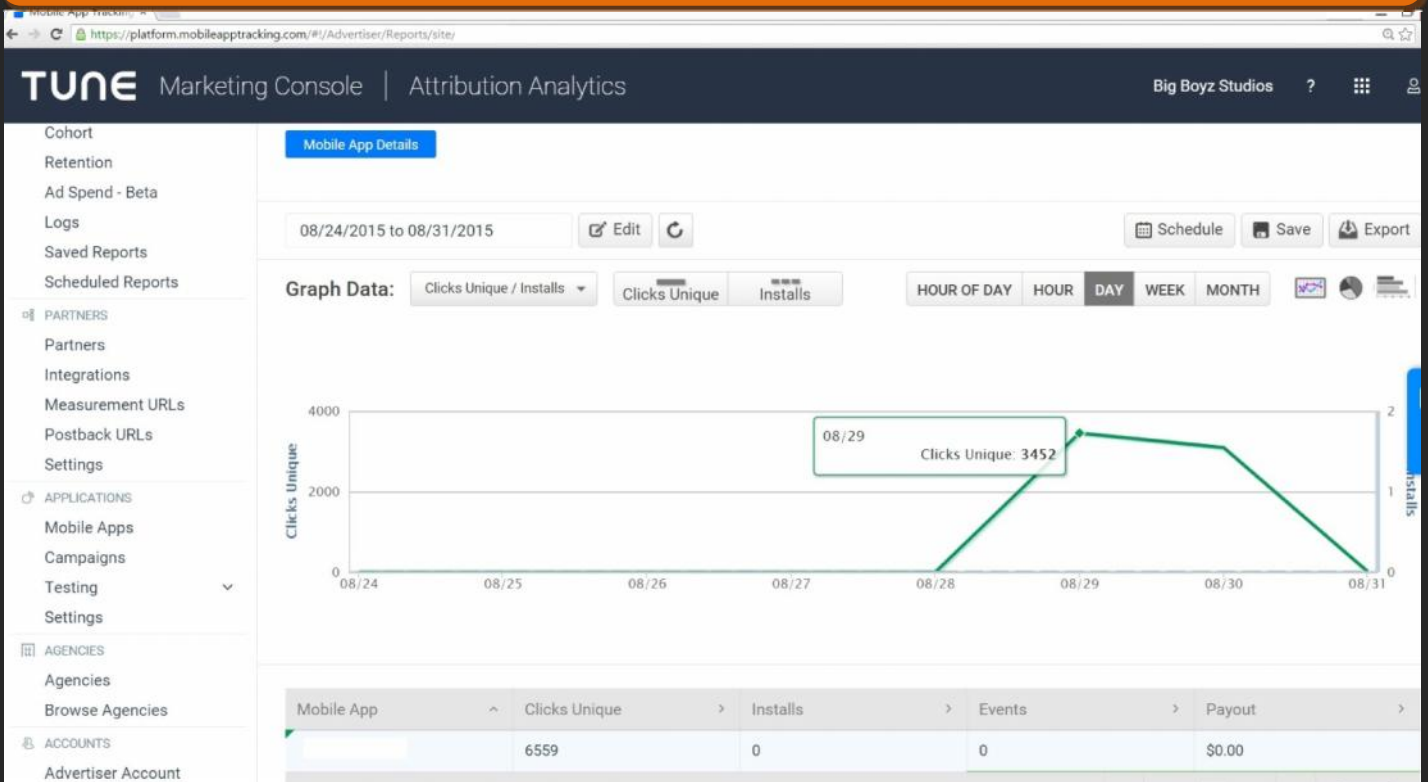
2. August 29th - Highest Rank Range Achieved During Campaign Push - AppAnnie Graph Chart



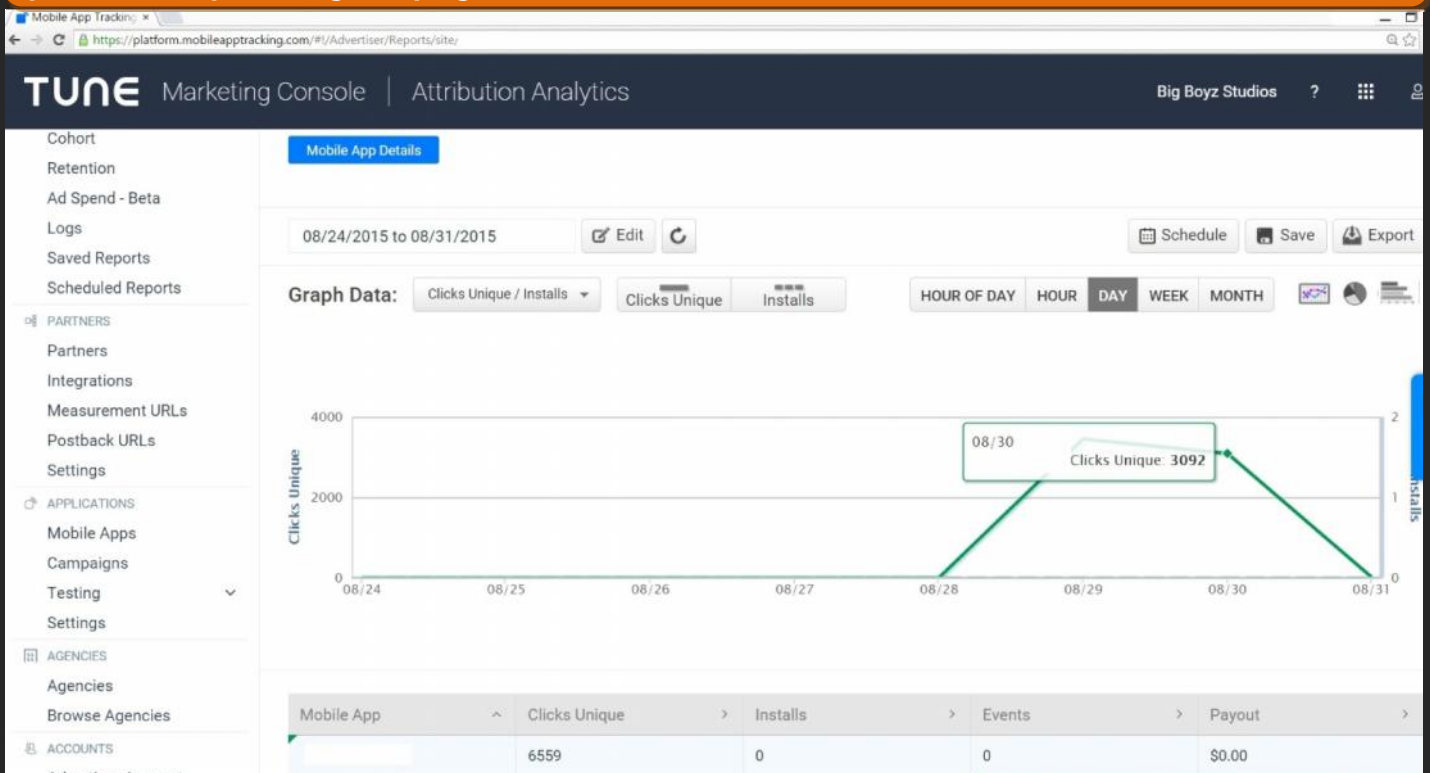
3. August 30th - Target Rank Range Maintained Post Campaign Push - AppAnnie Graph Chart



4. August 29th - Click Volume - Guaranteed Installs Campaign Volume (on CPC bases - as Add on Push) Post Top Ranking Campaign - MAT Dashboard



5. August 30th - Click Volume - Guaranteed Installs Campaign Volume (on CPC bases - as Add on push) Post Top Ranking Campaign - MAT Dashboard



iPhone Canada Overall Free Top 50 Ranking Campaign

Sample Campaign 3 Overview

- **Campaign:** Canada iPhone Top 50 Rank Push Campaign
- **Target Geos :** Canada iTunes App Store
- **Target Devices :** iPhone
- **Rank before campaign Started (Category) :** 1500+ (Overall); 1500+ (Games) 1500+ (Arcade-Games) & 1500+ (Action-Games)
- **Third Party Tracking SDK Included:** No

Highest rank during campaign (Category) :

4th (Games)

3rd (Arcade - Games)

2nd (Action - Games)

Highest rank during campaign (Overall) :

7th (Overall)

Top 50 Rank Range Visibility Duration :

6 Hours

Upward Rank Jump:

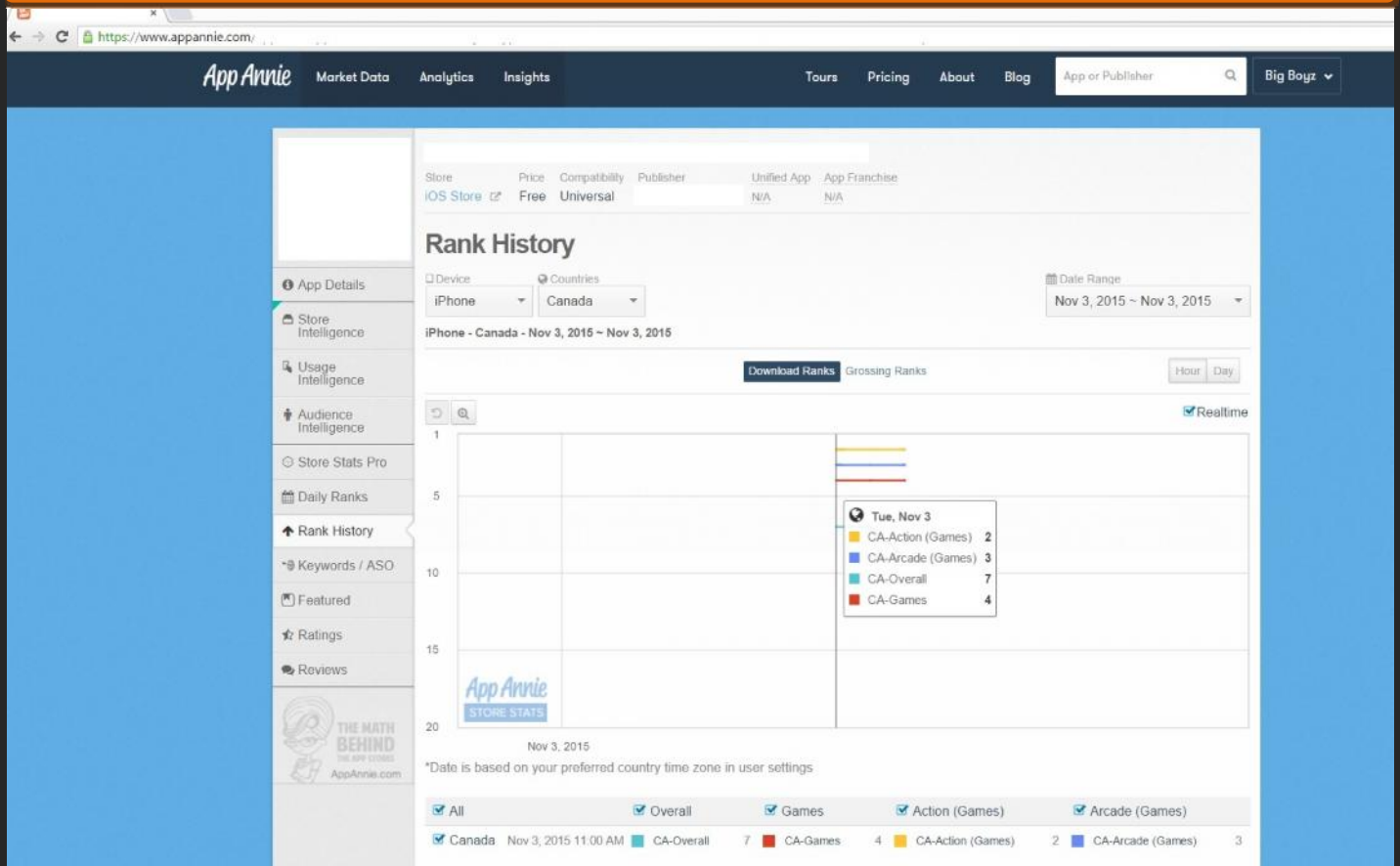
1493+ ranks (Overall)

1496+ ranks (Games)

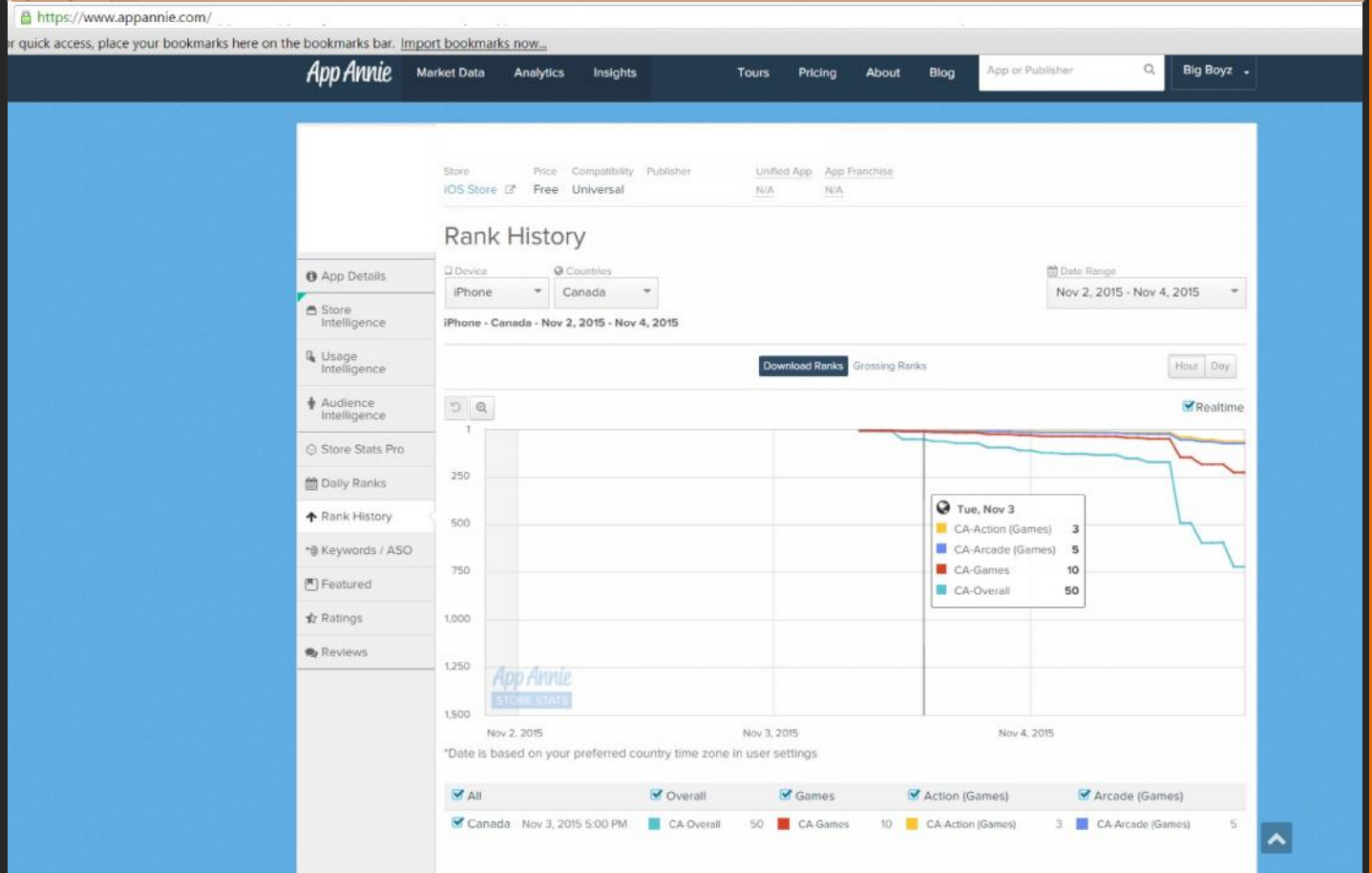
1497+ ranks (Casino-Games)

1498+ ranks (Casino-Games)

1. November 3rd - Highest Rank Range Achieved During Campaign Push - AppAnnie Graph Chart



2. November 3rd - Target Rank Range Maintained Post Campaign Push - AppAnnie Graph Chart



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Or

Your Account Manager