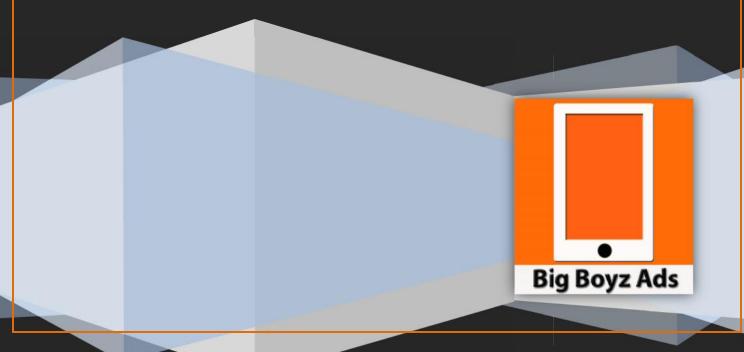
Big Boyz Ads

Top Ranking Campaign (Case Study)

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



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

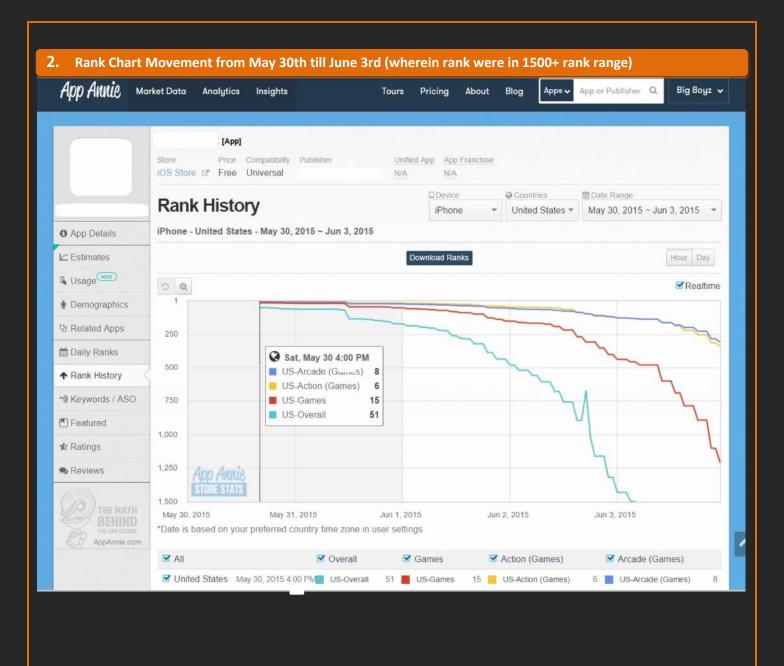
Return on Investment for Given Campaign:

594% or

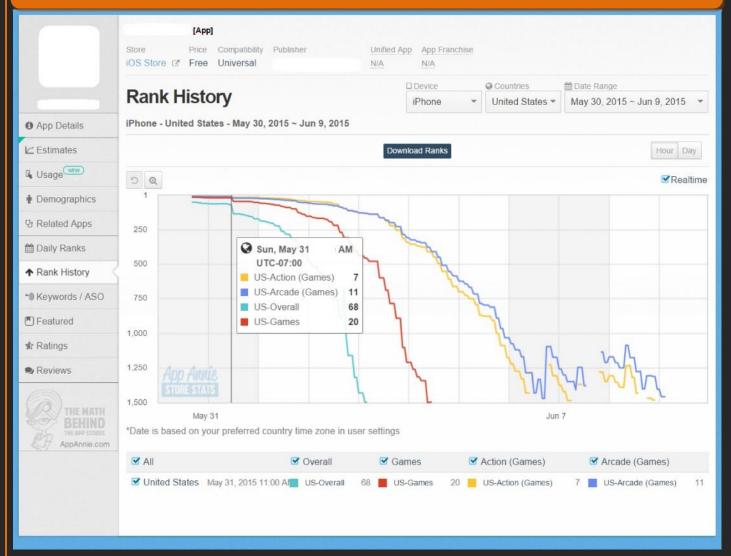
5.94 times

	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 [App] Price Compatibility Publisher Unified App App Franchise iOS Store & Free Universal N/A □ Device m Date Range Countries **Rank History** iPhone United States May 30, 2015 ~ Jun 9, 2015 iPhone - United States - May 30, 2015 ~ Jun 9, 2015 App Details Download Ranks Hour Day ■ Usage NEW 0 0 **☑** Realtime ♠ Demographics ♥ Related Apps 250 male Daily Ranks Sat, May 30 UTC-07:00 ↑ Rank History US-Action (Games) ■ US-Arcade (Games) 8 *@ Keywords / ASO 750 US-Overall 51 Featured US-Games 15 1,000 ★ Ratings 1,250 Reviews 1.500 THE MATH *Date is based on your preferred country time zone in user settings AppAnnie.com **☑** All ✓ Overall ✓ Action (Games) ✓ Arcade (Games) ☑ United States May 30, 2015 4:00 PM US-Overall 51 US-Games 6 US-Arcade (Games) 15 US-Action (Games) 8



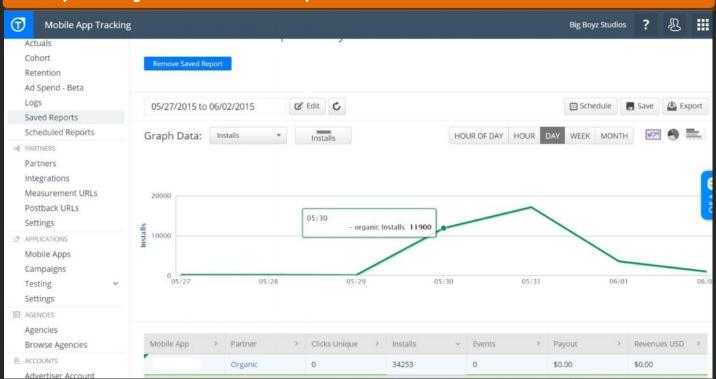
3. May 31st - Rank Chart - Target Rank Range Maintained (Target Rank iPhone US App Store Top 75) with help of Additional Campaign Push post Top Ranking Campaign concluded

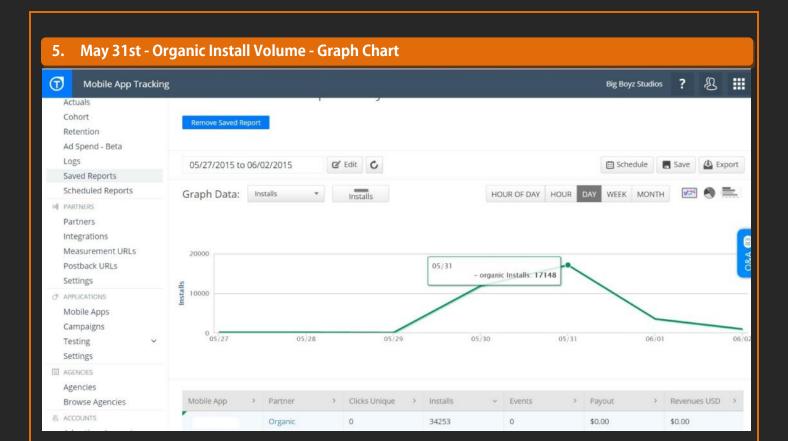


Organic Installs Volume During and Post Campaign Period

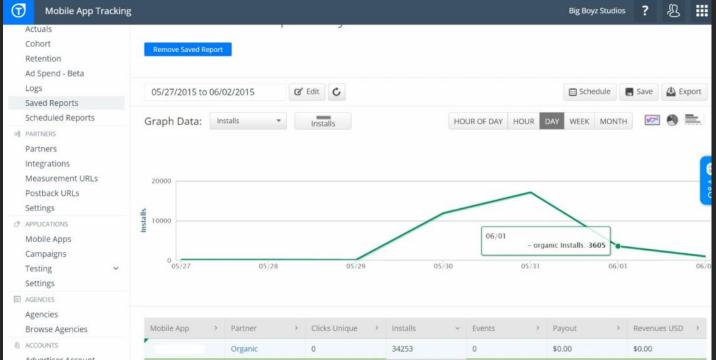
		Date	Daily Organic	Top Ranking Campaign Status		Guaranteed Installs Campaign Status	
			Installs Volume	Started at	Completed at	Started at	Completed at
	gu	May 27th	211				
Pre -	Campaign	May 28th	213				
-	Can	May 29th	137				
Campaign Period		May 30th	11900	Started in morning	Target Rank achieved by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

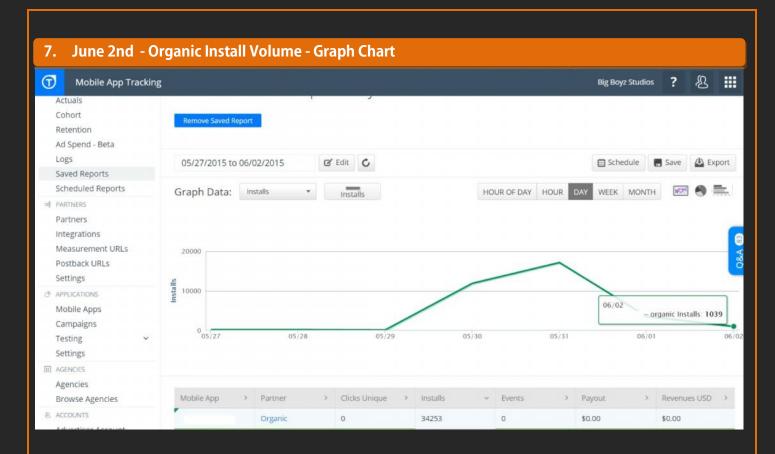
4. May 30th - Organic Install Volume - Graph Chart

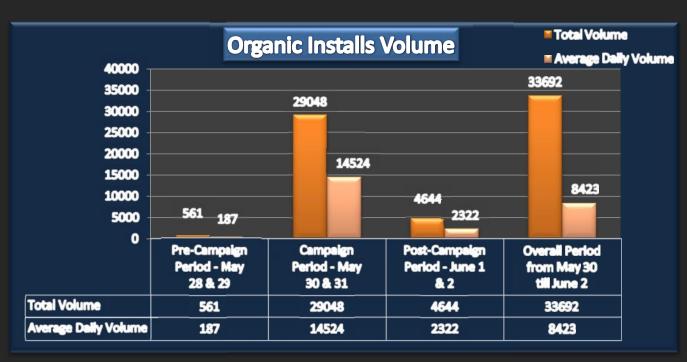




6. June 1st - Organic Install Volume - Graph Chart Mobile App Tracking







Assuming \$1.5 CPI as value of each organic install driven because of campaign during given period the <u>estimated total worth</u> of overall organic installs stands at \$50,538.

Based on above assumption it brings **ROI** of **594%** or **5.94 times** on total investment done with us, for given campaign.

1)

2)

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 :

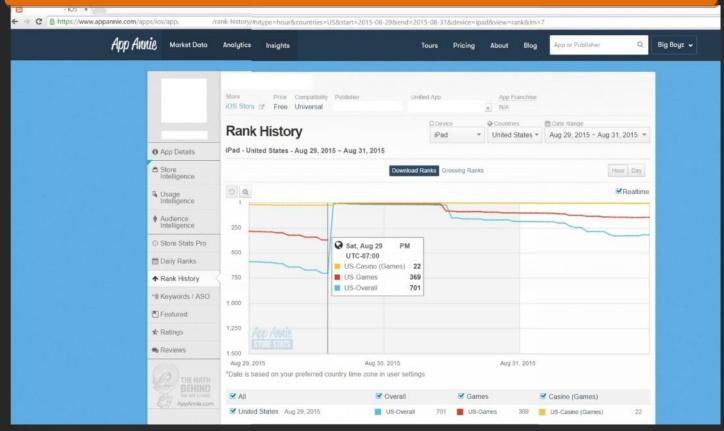
20 Hours

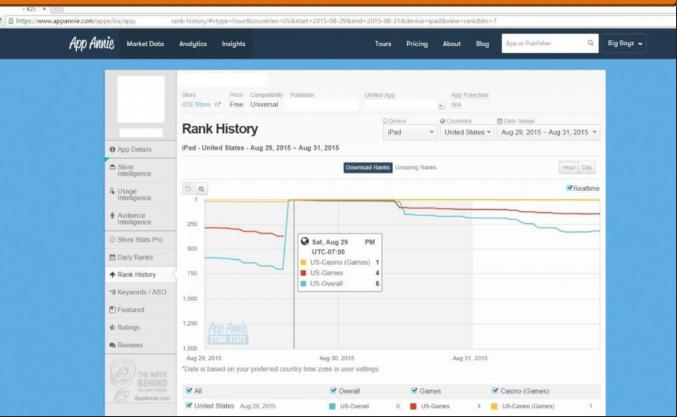
Upward Rank Jump.

695 ranks (Overall)
365 ranks (Games)

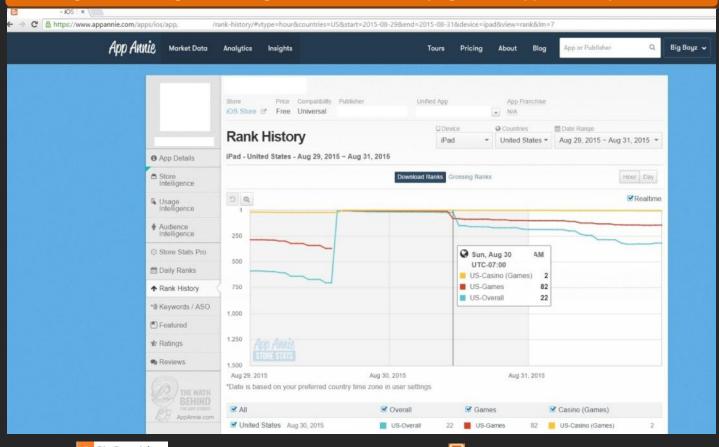
21 ranks (Casino-Games)

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



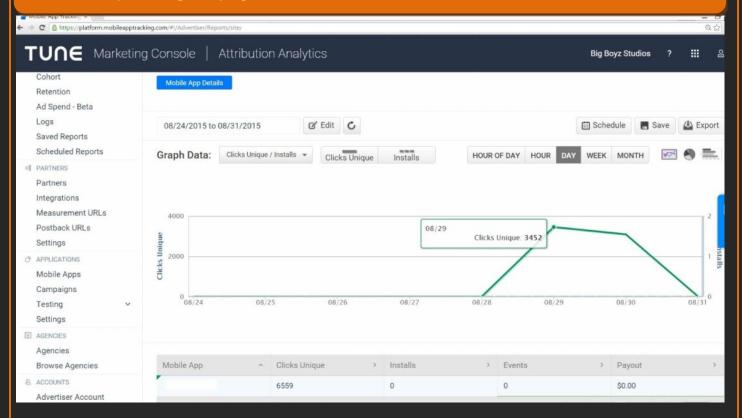


3. August 30th - Target Rank Range Maintained Post Campaign Push - AppAnnie Graph Chart

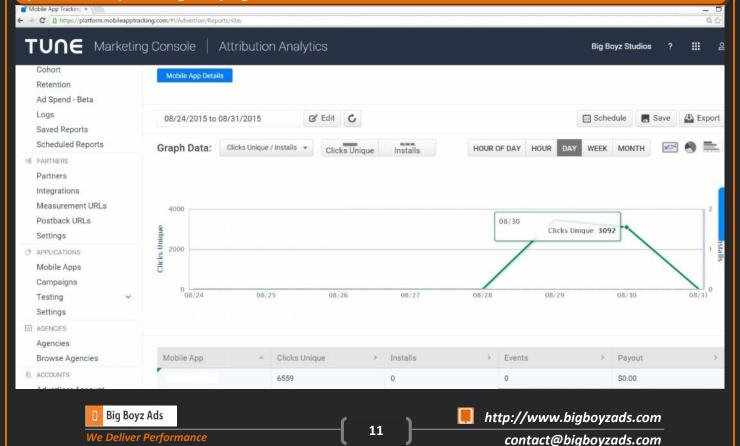


contact@bigboyzads.com

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)

Top 50 Rank Range

Visibility Duration:

. Upward Rank Jump:

Highest rank during

campaign (Overall):

7th (Overall)

1493+ ranks (Overall)

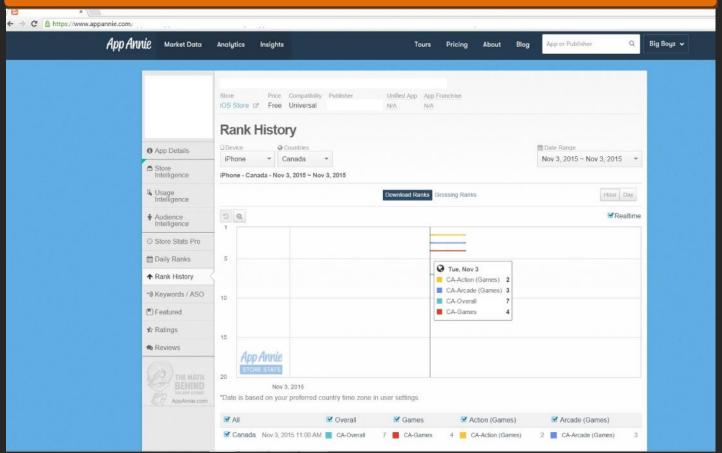
1496+ ranks (Games)

1497+ ranks (Casino-Games)

1498+ ranks (Casino-Games)

6 Hours

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



November 3rd - Target Rank Range Maintained Post Campaign Push - AppAnnie Graph Chart https://www.appannie.com/ r quick access, place your bookmarks here on the bookmarks bar. <u>Import bookmarks now...</u> App Annie Market Data Analytics Insights Q, Big Boyz • App or Publisher Unified App App Franchise N/A N/A Rank History App Details Nov 2, 2015 - Nov 4, 2015 * iPhone - Canada - Nov 2, 2015 - Nov 4, 2015 Download Ranks Grossing Ranks Hour Day Audience Intelligence **☑**Realtime DQ O Store Stats Pro m Daily Ranks Tue, Nov 3 ↑ Rank History CA-Action (Games) 3 *@ Keywords / ASO CA-Arcade (Games) 5 750 CA-Games Featured CA-Overall 50 Ratings Reviews 1,250 App Annie 1,500 Nov 2, 2015 Nov 4, 2015 *Date is based on your preferred country time zone in user settings ₹ All ✓ Canada Nov 3, 2015 5:00 PM CA-Overall 50 CA-Games 10 CA Action (Games) 3 CA-Arcade (Games) ^ Big Boyz Ads http://www.bigboyzads.com **13** We Deliver Performance contact@bigboyzads.com

Contact@BigBoyzAds.com

Or Your Account Manager