

MOBILE APP MARKETING CASE STUDY

248K **INSTALLS**
in 270 Days



OBJECTIVE



INVOICE, ACCOUNTING & BILLING - INVOICE GENERATOR

The Main Objective Of The Client Was To Allow Individuals As Well As Small & Medium Scale Business Owners To Generate Invoices & Estimates Online Without Any Restriction Of Location & Time. The Second Motive Was To Increase App Visibility & Drive More Downloads Which Would Eventually Increase Revenue.



HOW VMOBIFY HELPED THE CLIENT IN ACHIEVING THE OBJECTIVE?

The Challenge :

- Increase App Installations (Organic & Non-Organic).
- Optimize App Icons
- Increase User Ratings & Reviews.
- Improve App Visibility.
- Optimize App Screenshots.
- Keywords Researching

The Solutions :

- To Find The Best-Matched Keywords & Phrases.
- To Ranked In A Specific Category in Play Store.
- Ranked For popular Search keywords Relevant To App.
- Expected Downloads.

6.01
INR

Minimum CPI

5.6
INR

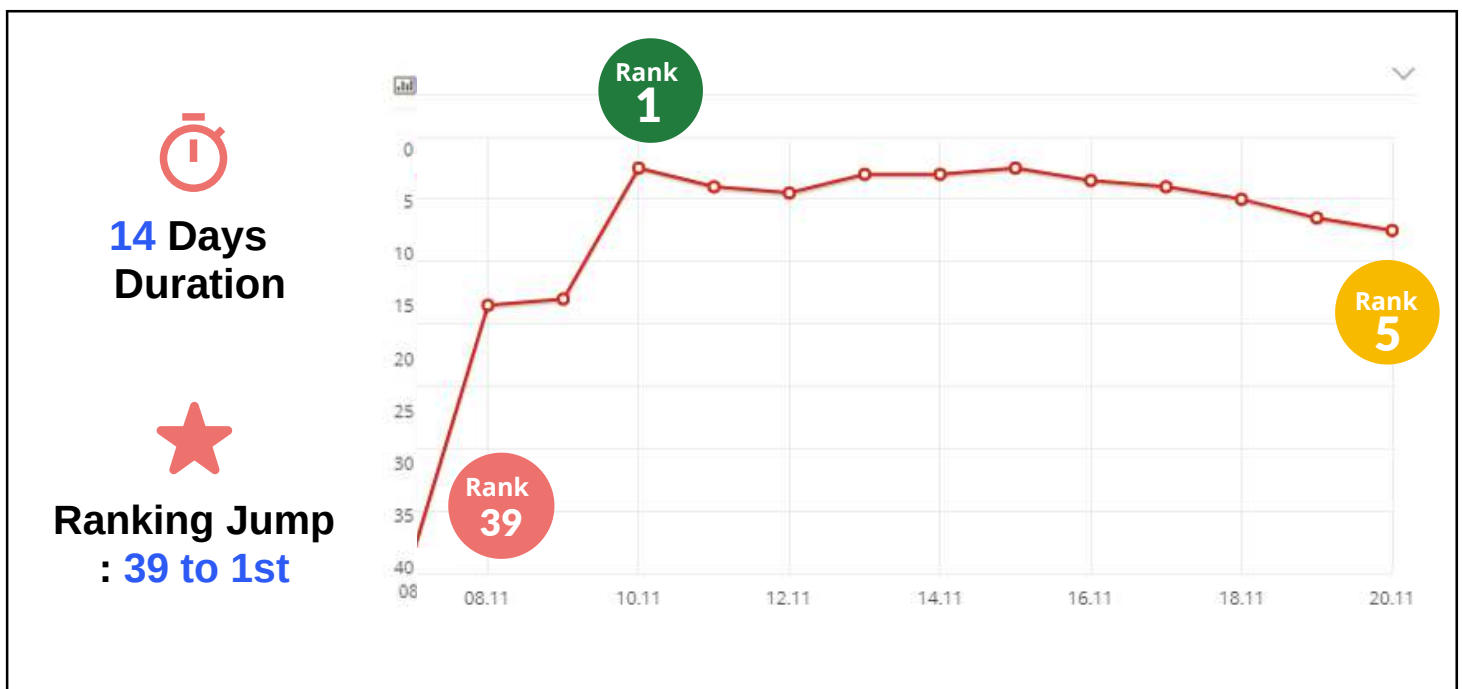
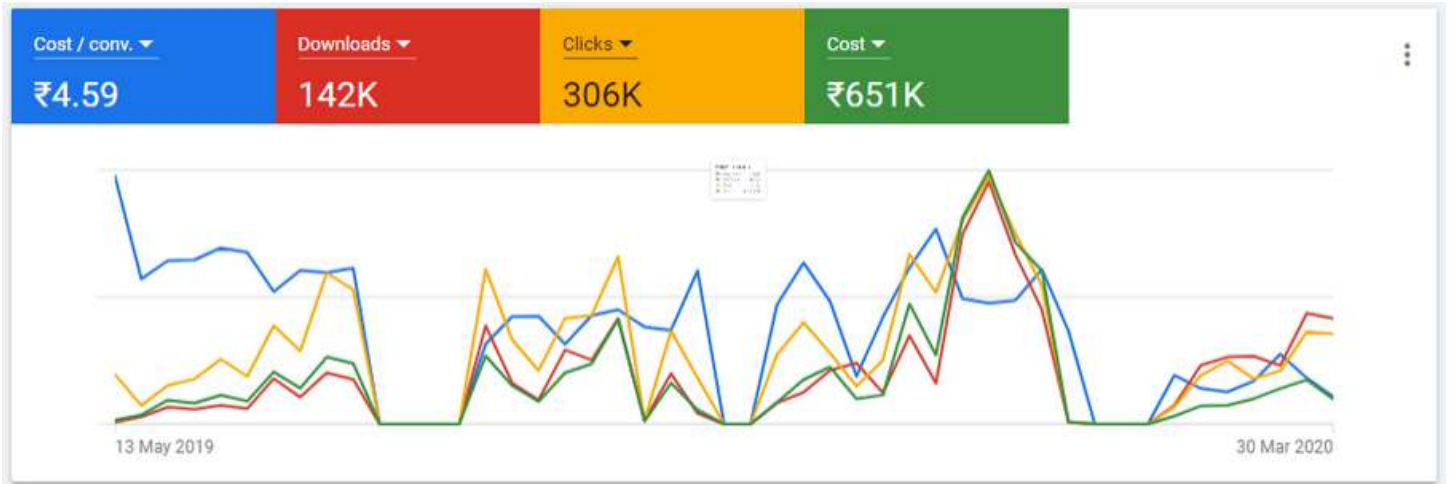
Average CPI

2.5 K

Recommended
Min. Daily Install



RESULTS & BENEFITS





Keyword Rankings

Ranking Jump : 41 to 1st

Duration : 9 Days

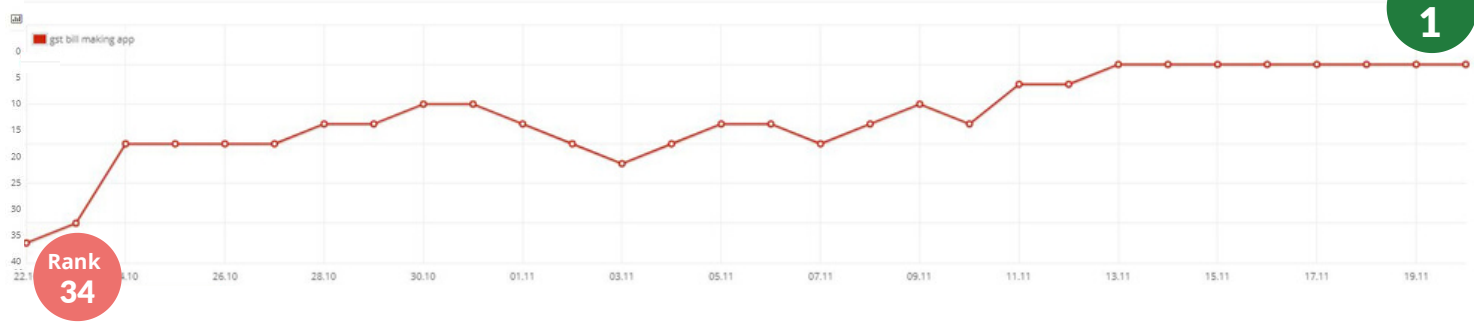
Rank 1



Ranking Jump : 34 to 1st

Duration : 27 Days

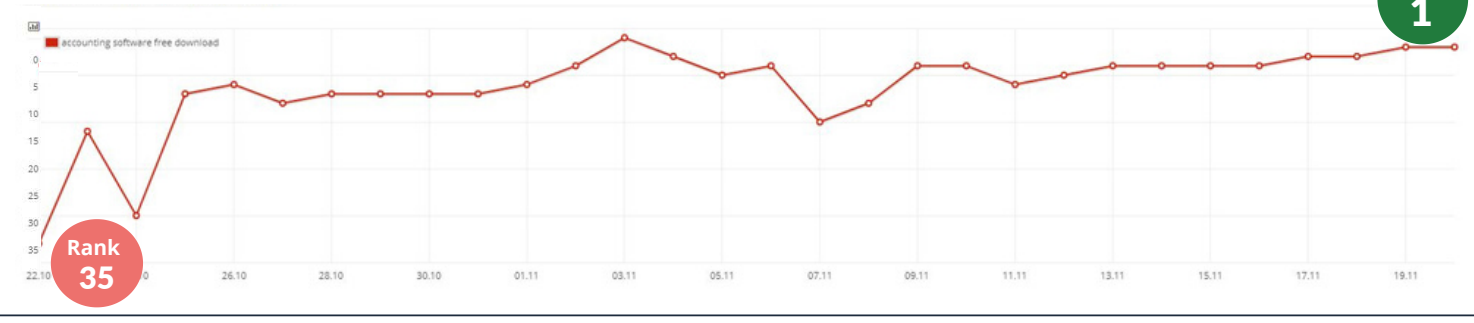
Rank 1



Ranking Jump : 35 to 1st

Duration : 27 Days

Rank 1



Ranking Jump : 183 to 1st

Duration : 11 Days

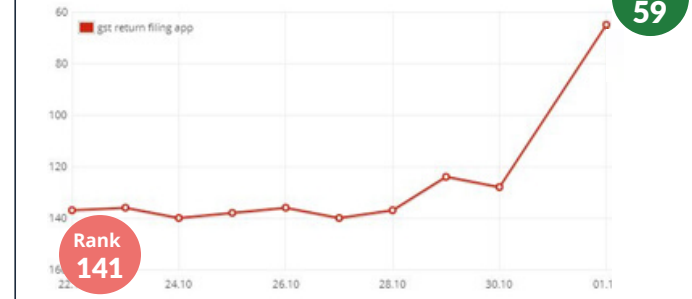
Rank 1



Ranking Jump : 141 to 59th

Duration : 10 Days

Rank 59



Ranking Jump : 35 to 7th

Duration : 8 Days

Rank 7

