



Numbertank Helps Users To Engage With Its Social Messenger App. It Provides Features Like Secure Chat, Message Broadcast, Whatsapp Status etc.

Messenger and chat apps are really crowded and very competitive market. Vmobify helped Numbertank to perfect the positioning and increase the user engagement.

The Goal

Numbertank Wanted To

- ① Maximise downloads with ASO & Paid Marketing
- ② Increase user engagement to get more active users
- ③ Position as a social messenger app

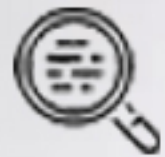


Vmobify Marketing Approach

Maximise Downloads With ASO & Paid Marketing

ASO

We wanted to set organic process first as it has the highest quality users. Here are few things we did



Keyword Research



App title, icon optimization



Screenshots, keyword rich descriptions



Review site submissions



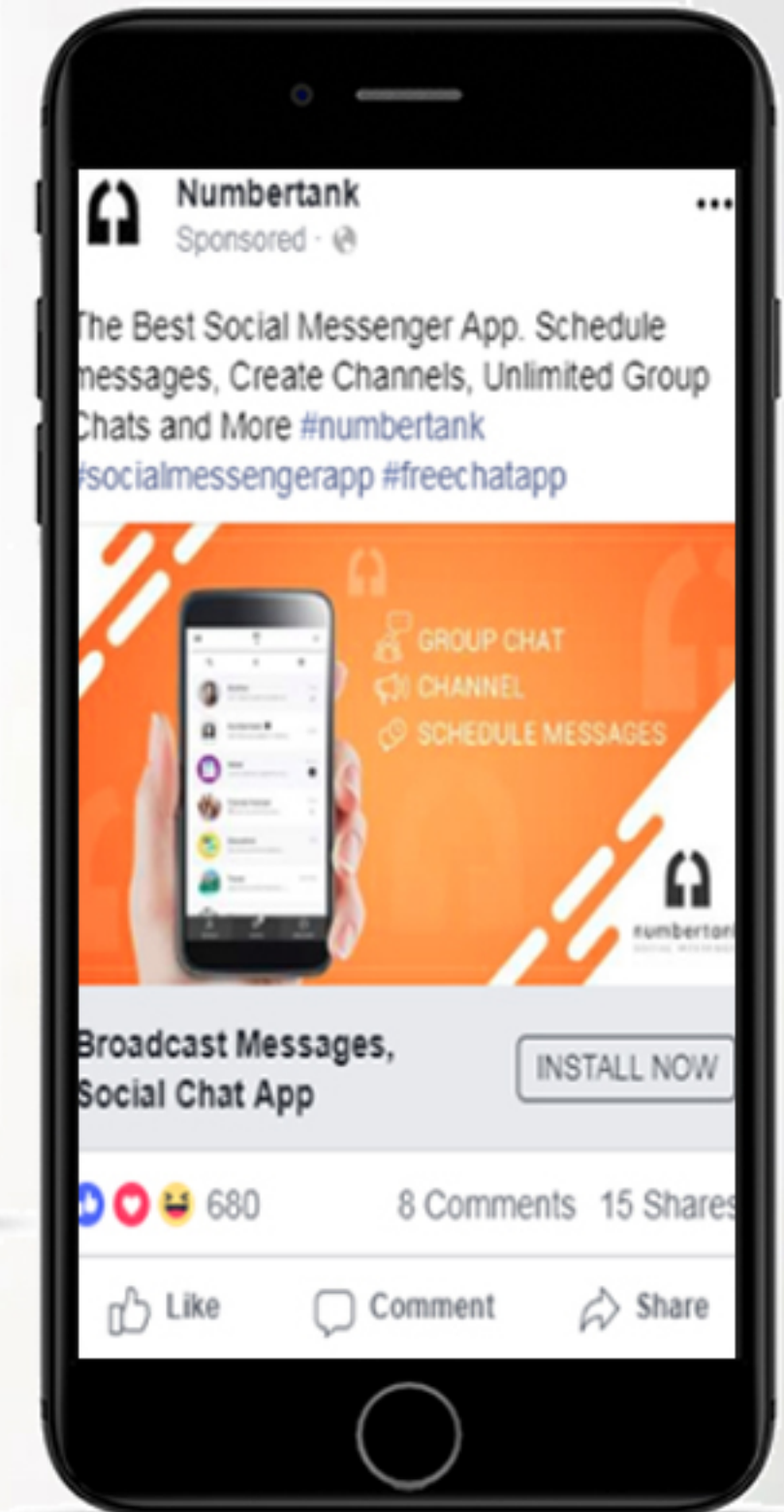
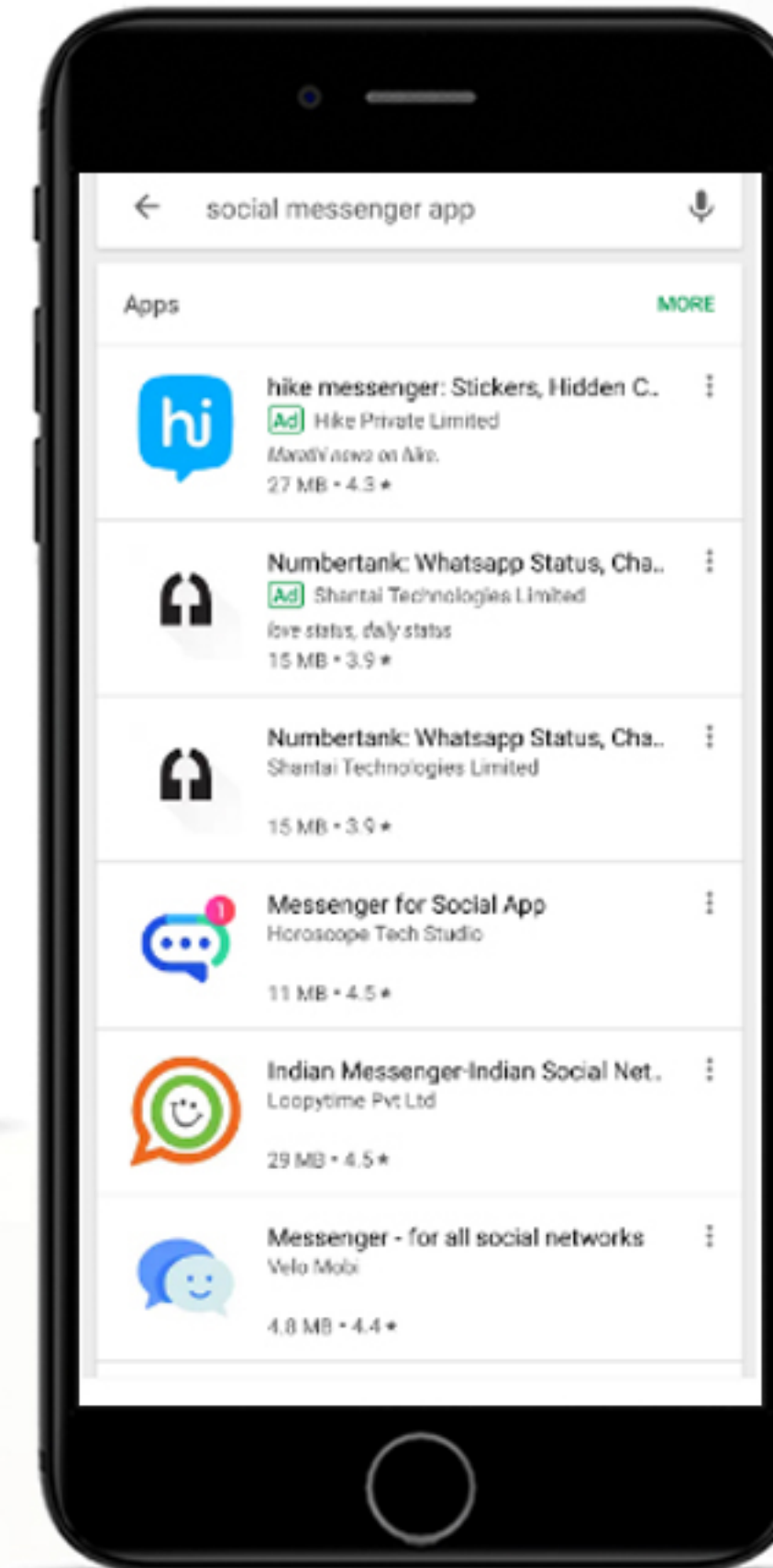
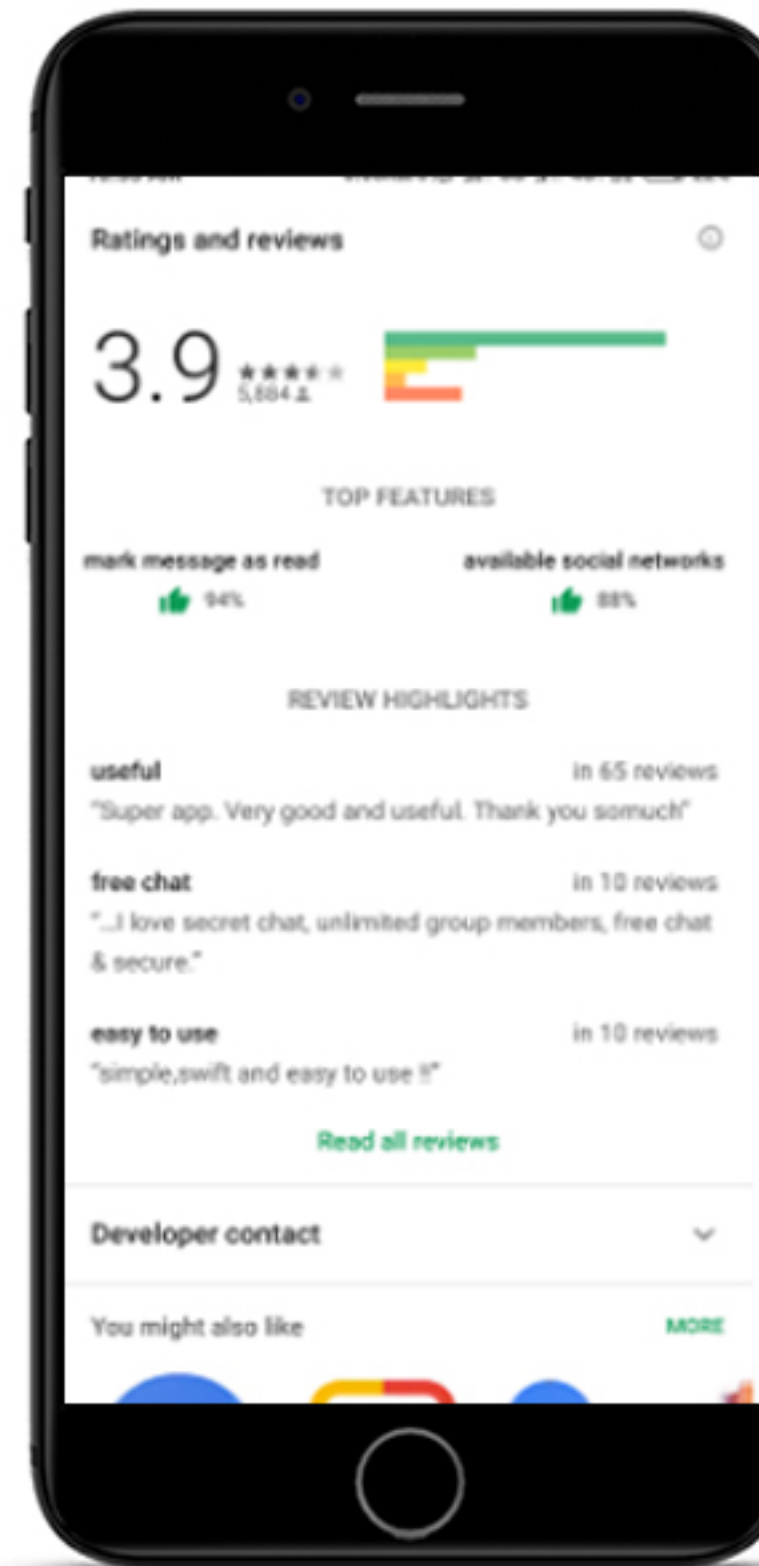
Press releases



Local language experiments



High authority app directory submissions (free & paid)



Results

Paid Campaigns

We used facebook and adwords to drive installs and engagement
We continued using adwords campaigns as the engagement rate was good for these users.

13.6

Facebook CPI

11.3

Adwords CPI

23.4K

App Downloads For All Channel
(First Time Installer)

7.0K

App Downloads On Play Store
(First Time Installer)

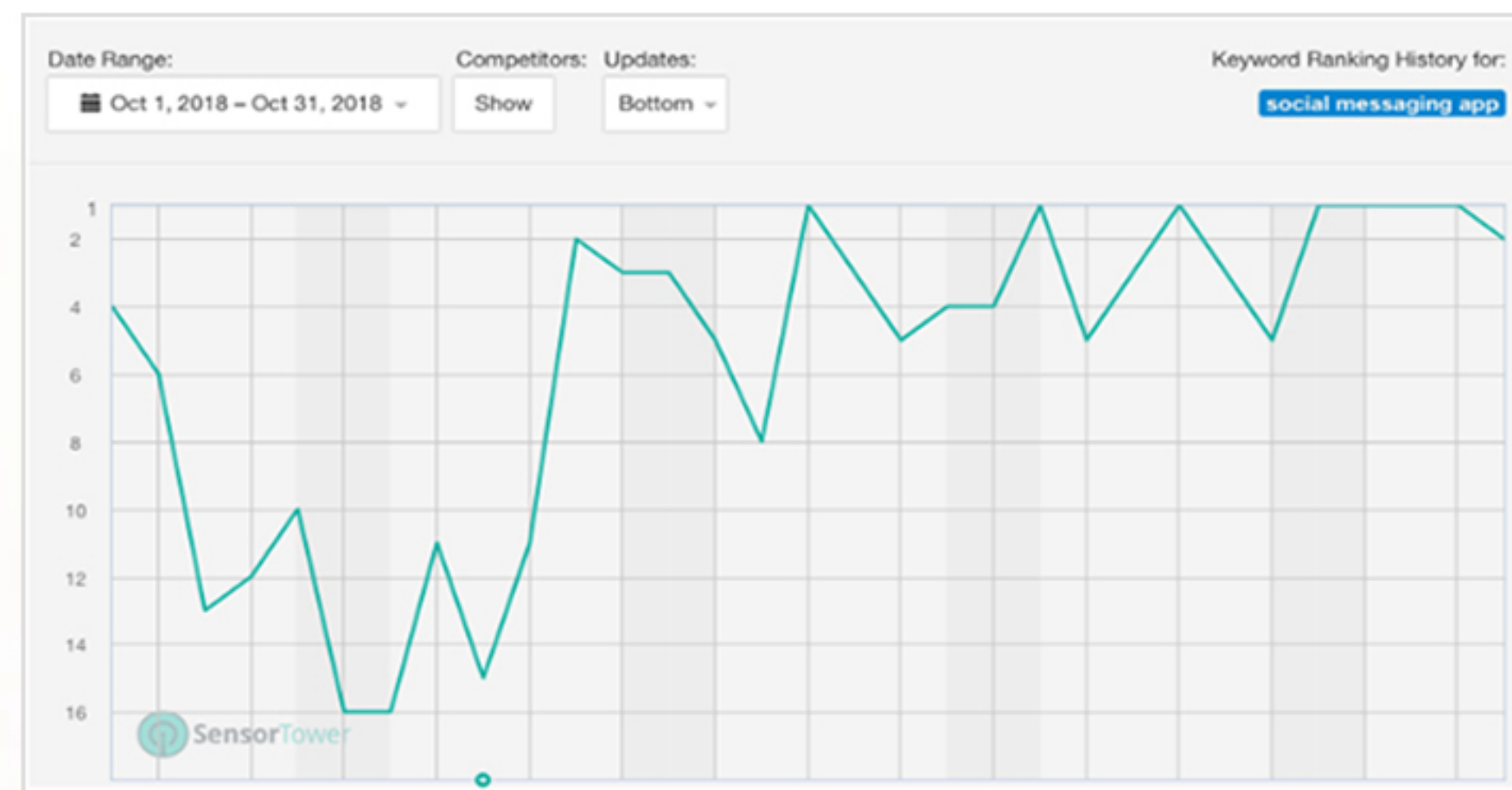
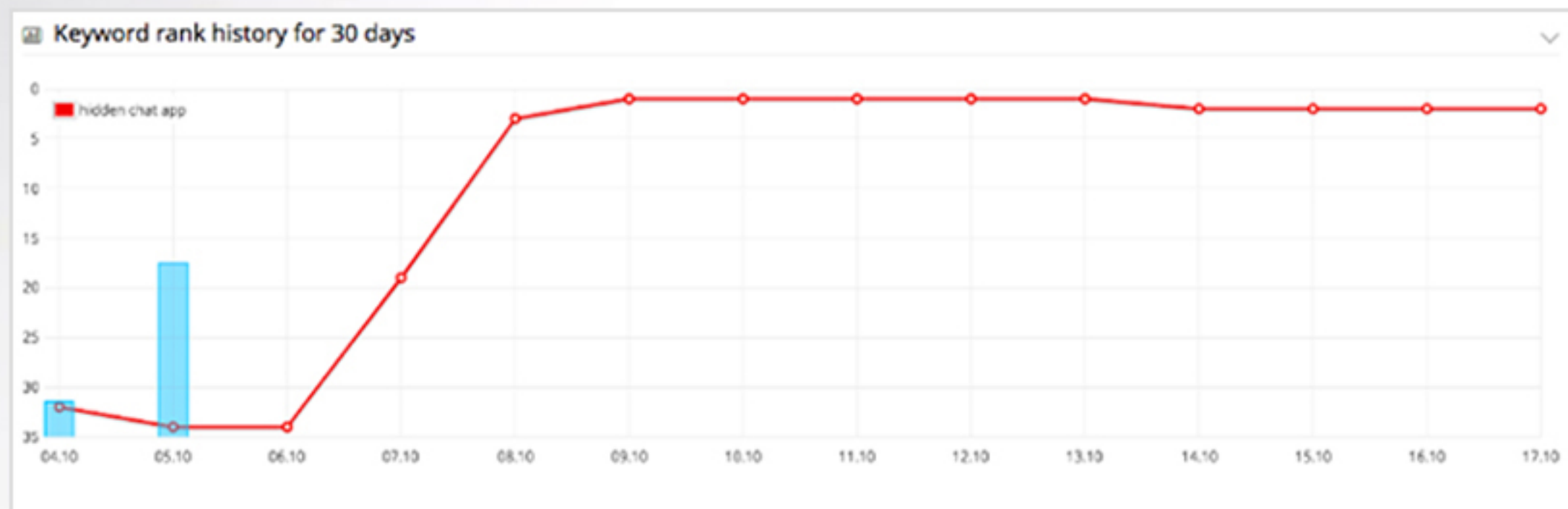
5.7K

Tracked Channels
(First Time Installer)

This Is How We Increased App Store Ranking With ASO.

We are ranking well for some keywords like "Social Messenger App", "Hidden Chat App", "Secret Chatting App" And More which results in increasing Organic App Installs.

Below Graphs Describes How We Optimized The Ranking



Increase User Engagement To Get More Active Users

To drive more engagement we created many contests so that users can create more content on the app. As the user-generated content has the best engagement ratio, we used contests to get more content



These contests have increased user-generated content and overall engagement.

Numbertank: Revolutionizing the world of social communication as ...

www.abnewswire.com/.../numbertank-revolutionizing-the-world-of-social-communic... ▼

Sep 20, 2018 - Numbertank: Revolutionizing the world of social communication as "the best social messenger with push notification app". September 20, 2018 ...

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Numbertank: Revolutionizing the world of social communication as "the best social messenger with push notification app" Company Name: Shantai Technologies Pvt Ltd. Contact Person: Dharmesh. Email: Send Email. Phone: +9198252 84100. Country: India. Website: <http://www.numbertank.com/>

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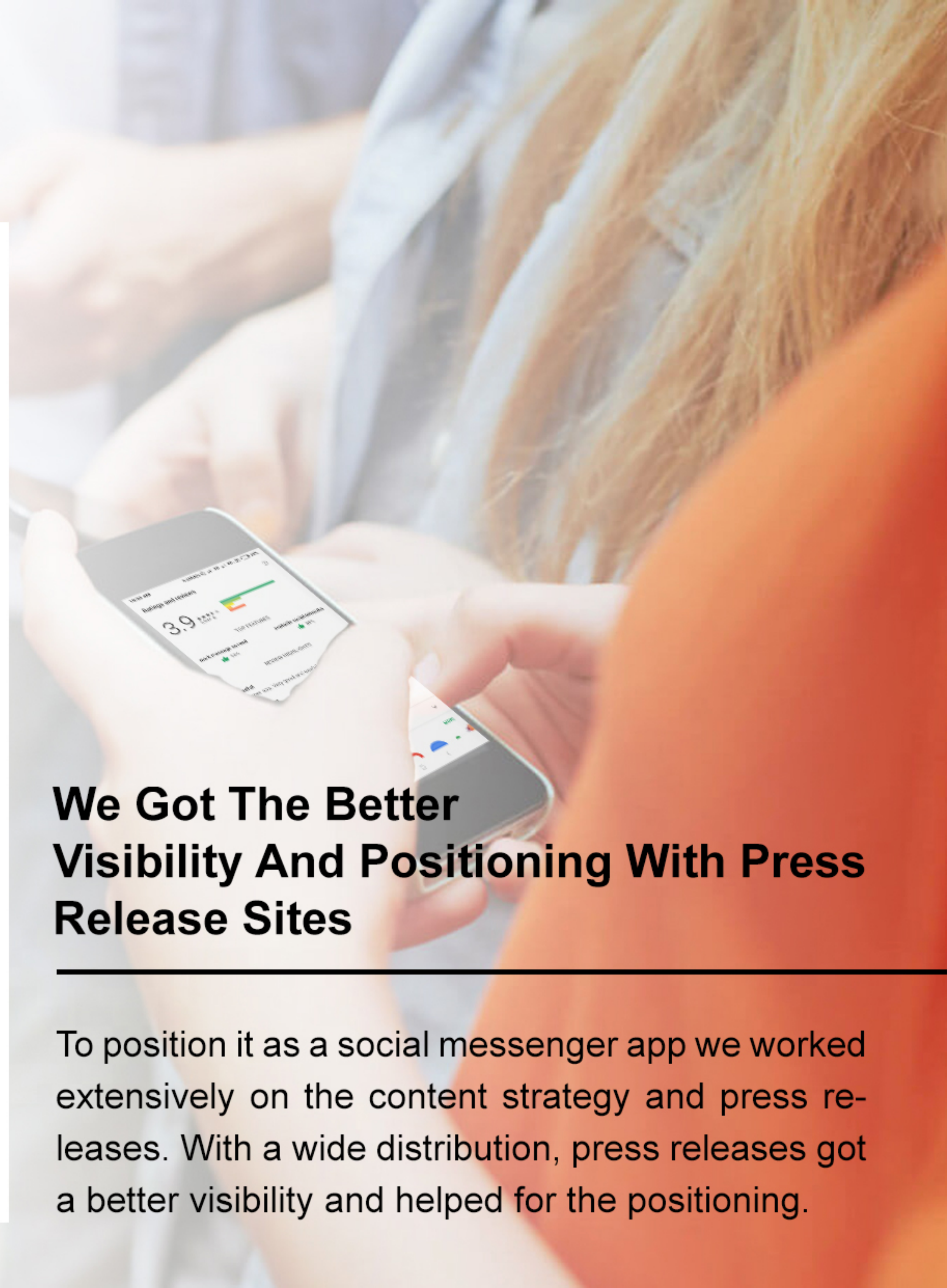
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Sep 19, 2018 - Numbertank: Revolutionizing the world of social communication as "the best social messenger with push notification app". Posted: Sep 19 ...



We Got The Better Visibility And Positioning With Press Release Sites

To position it as a social messenger app we worked extensively on the content strategy and press releases. With a wide distribution, press releases got a better visibility and helped for the positioning.



Testimonial



“Vmobify helped us to draft the best possible user acquisition strategies at low cost with the mechanism to keep users engaging with the app. Their ASO skills are exceptional as we got results very quickly and helped us to reduce our acquisition cost. We look forward to working with them as our extended marketing team to help us achieve our goals quickly ”

Dharmesh Patel - CPO Numbertank