

App Ranked between **Top 5** in Google Play Store Stock Market Category

ASO Case Study



KEY RESULTS

The Challenge :

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



+55 Days
Duration

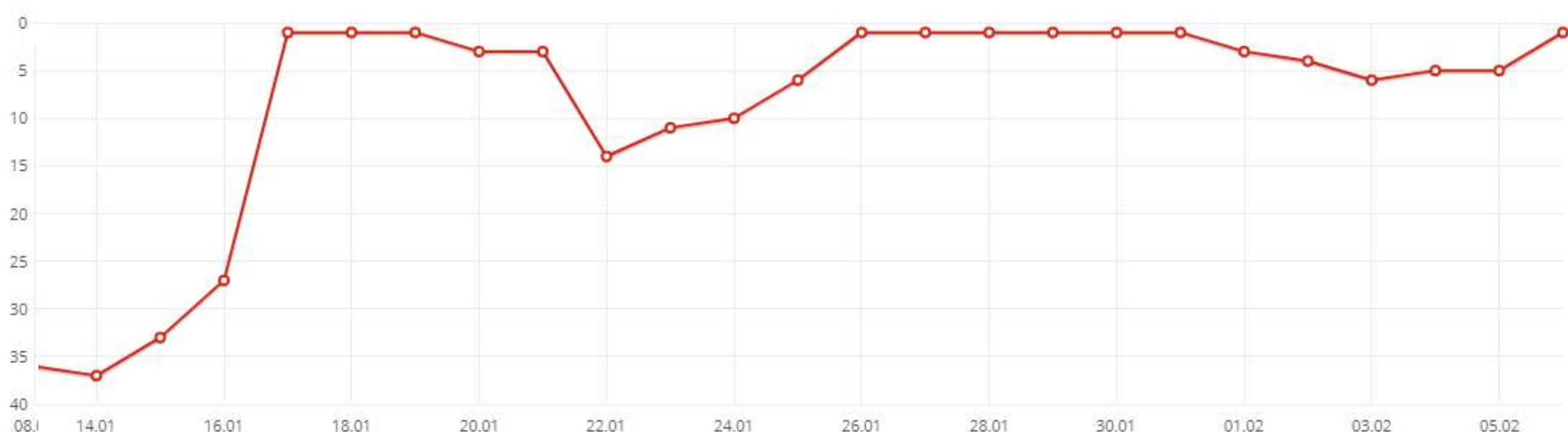
The Solutions :

- 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.



Ranking Jump
: **37 to 1st**

Jumped to 1st from 36th & Almost Doubled the Organic Traffic



Rank
36

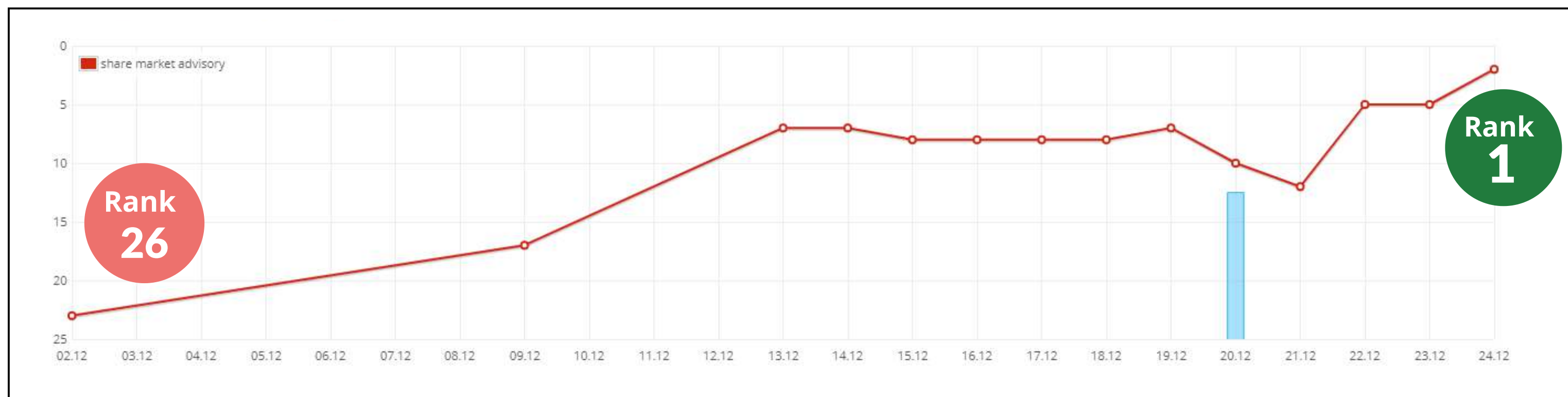
Rank
1



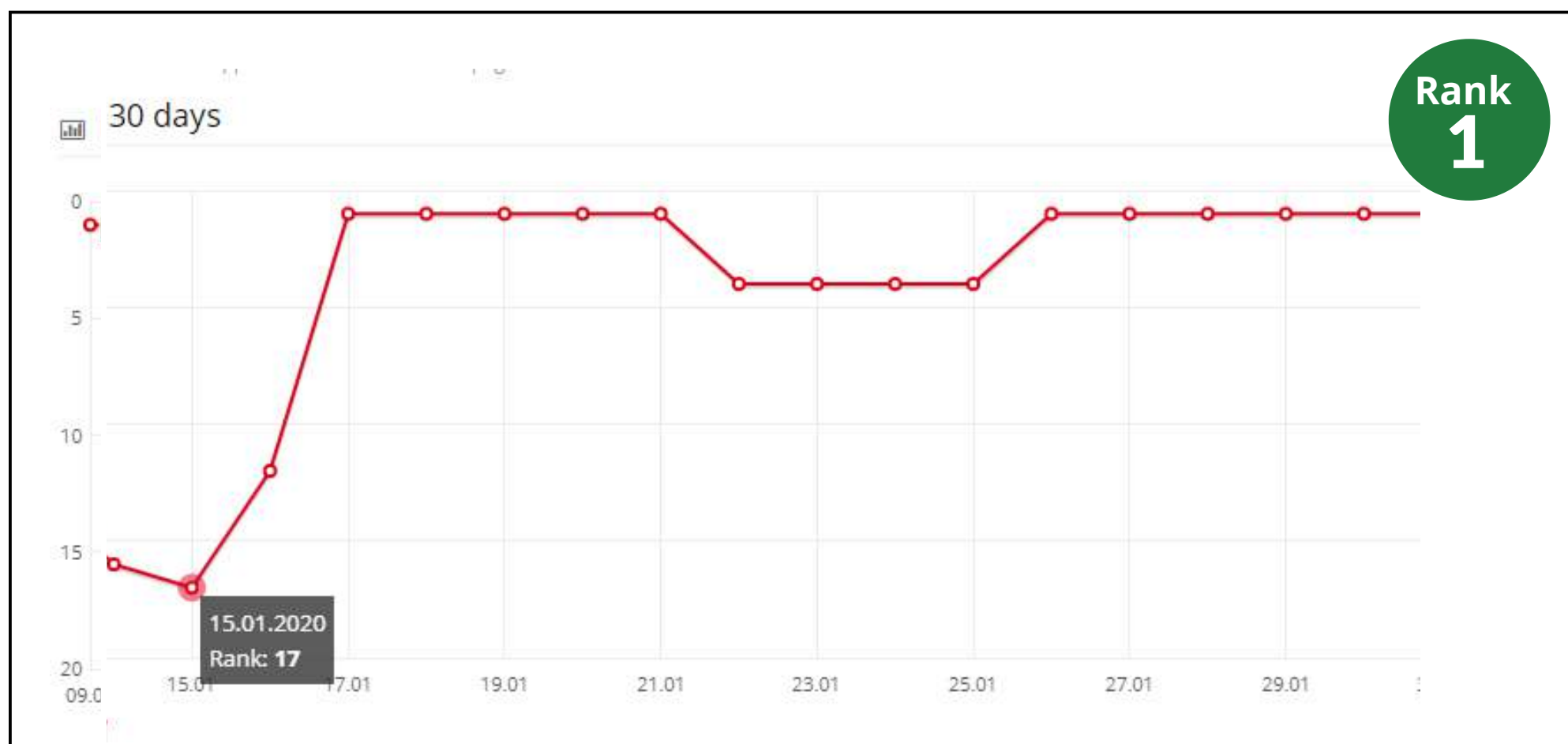
Keyword Rankings

Keyword	Country	Score	Rank	Chart
share market advisory	IN	1.5	1	
share market advisory	IN	3.0	1	
share market advisory	IN	3.0	1	
share market advisory app	IN	4.6	1	
share market advisory services	IN	3.0	1	
share market advisory	IN	3.0	1	
share market advisory	IN	3.0	1	
share market advisory app	IN	1.5	1	
share market advisory	IN	3.0	1	
share market advisory services	IN	1.5	1	
share market expert advisory	IN	1.5	1	
share market financial advisory	IN	1.5	1	
share market trading advisory	IN	1.5	1	
share market advisory	IN	4.2	2	

Ranking Jump : 26 to 1st



Ranking Jump : 17 to 1st





BOOST CAMPAIGNS



Minimum CPI



Average CPI



Recommended
Min. Daily Install



5.00K Installs
Delivered



Avg. Cost Per
Install: 6 INR



+15 Days
Duration



Ranking Jump
: 37 to 1st

- 5K+ Rewarded Installs Delivered in 20 days
- Increased visibility on the App Store
- %45 Increase in positive app reviews
- Reached the 1st rank from 36th in two weeks!
- Average organic install traffic almost 275 installs per day!
- Avg CPI : 5.99 INR

