The Goal:
A marketing manager at a new travel app publisher wants to develop a lean, effective marketing strategy that will drive new user acquisitions. The publisher has enjoyed initial success through word of mouth and on social channels, but growth has plateaued. Now, the marketing manager has been given a budget and tasked with doubling the app’s active users.

The Challenge:
The app market has become increasingly saturated and is one of the most competitive spaces. Acquiring quality users is challenging. Between the sheer number of apps and the rising costs of advertising, successfully acquiring and retaining high lifetime value (LTV) users is more difficult than ever. To maximize performance, the marketing manager must leverage both organic and paid marketing tactics but doesn’t know how to optimize the app’s discoverability and struggles to compete for ad buys with big spenders.

The Solution:
App Annie Intelligence offers competitive and audience data essential for building a successful user acquisition strategy. With App Annie, the marketing manager discovers which keywords will bolster app rank, screenshots that will attract users, and ad creatives that beat the competition. As a result, the manager runs an agile campaign that generates a high ROI by getting the app in front of the right users and accelerating user growth.
Select Effective Keywords

**Challenge:** Choosing keywords that will move the needle is no easy feat. The marketing manager must be strategic to boost app rank, but doesn’t know where to start.

**Benefit:** Finding the best keywords means closely monitoring competitors. With App Annie Intelligence, the marketing manager can analyze the app’s and competitors’ apps’ keywords based on search traffic, popularity, and difficulty.

**Action:** The manager strategically prioritizes keywords - *holiday, premier inn, last minute hotels,* and *holiday deals* - that are frequently searched but also relatively easy to rank for. These keywords will help get the app in front of users looking for last minute or holiday deals.

Perfect App Store Assets

**Challenge:** The marketing manager knows that compelling app store assets is key when convincing users to download the app and wants to review competitors’ assets. But, with a large competitive set, assessing screenshots and descriptions in the app store is a manual, time consuming task.

**Benefit:** With App Annie’s repository of competitive creative assets, the marketing manager can easily compare screenshots, highlighted features, and descriptions.

**Action:** The manager creates an email alert to be notified when a competitor changes its app store assets — an easy and time efficient way to stay on top of the competition.

**Action:** The marketing manager notices a top competitor promoting last minute deals, 24/7 customer support in various languages, a multitude of search filters, and no booking fees - and considers adding these to the app’s description.
**Design Enticing Creatives**

**Challenge:** Tracking competitive ads to see which messages and visuals resonate with users helps to develop engaging assets. Without this insight, the marketing manager struggles to identify the creative design that will be most effective.

**Benefit:** With App Annie, the marketing manager can track ads across top networks including AdMob, Facebook, FAN, MoPub, YouTube, and more. The manager discovers the creatives that work best to attract the target audience.

**Action:** A top competitor accounts for 5% of AdMob’s impressions. Out of the competitor’s nine creatives, video makes up 55% of the advertiser’s share. The marketing manager correlates this advertising activity with a spike in downloads, indicative of a successful campaign. The manager uses this information to direct the designer on which format and visuals to use.

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**Reach the Target Audience**

**Challenge:** The marketing manager wants to research competitive travel app users to understand their behavior and preference, in order to optimize ad placement. The traditional source of audience research is expensive social networks.

**Benefit:** With App Annie, the manager can learn about travel app users’ usage patterns, demographics, and interests: how frequently they use an app, how much time they spend in an app, what other apps they engage with, and much more.

**Action:** A competitor’s users are 4 times more likely to use Buzzfeed and 2 times more likely to use Reddit. The marketing manager uses this type of insight to guide ad-platform partners on where to place ads. The manager also designs creatives that fit in with the overall look of the host app.
Find the Biggest Market Opportunity

**Challenge:** The marketing manager must determine which countries offer the best expansion opportunities. Online research provides information on countries with the biggest smartphone penetration, but no information on where consumers are using travel apps the most.

**Benefit:** Analyzing market trends by downloads and revenue for the travel category helps the marketing manager identify high growth countries.

Prioritize Markets Based on Discoverability

**Challenge:** After identifying the top 3 countries for potential expansion, the marketing manager wants to know which has the least competition for user acquisition and offers the highest potential ROI.

**Benefit:** Getting to the top of the charts enhances an app’s visibility to customers and can increase organic downloads. With App Annie, the marketing manager can see the number of downloads required to reach the top ranks for each country.

**Action:** The manager narrows the list of potential expansion opportunities to three countries: Indonesia, Brazil, and Russia. These countries have the greatest year-over-year increase in downloads in travel apps and therefore represent the largest market opportunity.

**Action:** Among the top 3 countries, the marketing manager pinpoints Brazil as the best opportunity because the number of downloads required to reach the top 10 is lowest compared to Indonesia and Russia.
Rich market data makes the daunting task of growing the company’s user base both profitable and realizable.

App Annie Intelligence helped this travel app marketing manager to:

- Select effective keywords
- Perfect app store assets
- Design enticing creatives
- Reach the target audience
- Find the biggest market opportunity
- Prioritize markets based on discoverability

Want to Learn More?

- Get Started with App Store Optimization
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- Premium Product Tour for App Store Optimization
- Launching Your First User Acquisition Campaign
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